



Women's Dermatologic Society

NEWSLETTER

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September 2004

IN THIS ISSUE

LPGA Skin Screening Events	2-3
WDS Sponsors	3
AAD Summer Meeting.....	4
Strategic Plan.....	5
Member Renewal Retreat	6-7
Janet Mills – Bodywatching.....	8
Helen Meldrum – Communications ..	9
A Woman's Journal	10
New Members.....	11
Calendar/Important Dates	12
Medical Student Awareness	14
Reads & Recommends.....	15
Newsmakers	16

President's Message

Generation Tap

The WDS will celebrate its 30th anniversary at the next annual meeting. By custom and tradition, 30 years marks a generation. In medicine, first generation drugs lead to second generation drugs, benefited by the enduring qualities of their predecessors. Every family hopes that the next generation will surpass the last.



By SANDRA READ, MD

So too, the WDS celebrates its first generation's achievements, recognizing the contributions & values of its membership, and anticipates its future growth, by building upon those values.

The Mission & Vision Statement of the WDS, developed within the last 30 years, incorporates the ideals and goals of collegiality, professional leadership training, and mentoring. These goals are being achieved right now. The proof is in our rapidly growing membership, over 1,000 at this time. Our networking activities are expanding to include local, national, and international activities. Professional leadership and advancement of our members are indicative of their commitment to our organization, the AAD, their communities, and their patients. Mentorship is a core value, which is truly incorporated in our membership. The WDS mentorship program now encompasses medical students, residents, and mid-career professionals, international members, men and women.

Continued on page 3

Mark Your Calendar



Sunday, February 20, 2005
12 noon

The WDS Celebrates its
30th Anniversary
at the
Annual Luncheon Meeting

Hilton New Orleans Riverside
Two Poydras Street
New Orleans, LA

Pearls are the traditional gemstone for a 30th anniversary, so wear your pearls (and your WDS pin) and join the celebration!

Watch your mail for your invitation coming in December.

LPGA Skin Screenings Keep WDS Members Busy From Coast to Coast

A cadre of Women's Dermatologic Society (WDS) doctors conducted free skin cancer screenings at the McDonald's LPGA Championship recently in Wilmington, Delaware as part of the "Play Safe in the Sun" campaign, an outreach program targeting the at-risk golf community. During five days of screenings at the DuPont Country Club, 12 volunteer dermatologists examined 247 tournament players, volunteers and spectators, and presumptively diagnosed a high number of suspicious lesions of basal cell or squamous cell carcinoma and melanomas.

Thousands of sunscreen samples and American Academy of Dermatology (AAD) educational materials were distributed to golf tournament participants, who, according to AAD surveys, face a higher risk of developing skin cancer than other sports enthusiasts.

Joining forces with the WDS doctors were six volunteer nurses from the Christiana Care Outreach Program in Wilmington, Delaware, who helped facilitate screenings in the busy exhibition tent. Adding to the importance of the event was a proclamation from Wilmington Mayor James Baker, who designated the first day as "Play Safe in the Sun" Day to bring local attention to the dire need for preventive measures such as frequent application of sunscreen, protective clothing and regular skin cancer screenings. Mayor Baker commented that he is "pleased to help support the skin cancer prevention campaign as part of the City's Healthy Wilmington 2010 program that alerts citizens of health risks and provides resources



LPGA Golfer Candie Kung, center, shown with Women's Dermatologic Society dermatologists Dr. Valerie Callender, left and Dr. Sandra Read, WDS President, right, during their "Play Safe in the Sun" Skin Cancer Screening at the McDonald's LPGA championship recently in Wilmington, Delaware. Hundreds of golf enthusiasts visited the WDS Exhibition tent for screenings, sunscreen samples and prevention education materials.



In March, 2004, Dr. Wendy Roberts coordinated the LPGA Skin Screening in Rancho Mirage, CA at the Kraft-Nabisco Tournament. The WDS team assembled there conducted 302 skin cancer screenings, diagnosed 11 melanomas and 56 lesions of basal cell or squamous cell carcinoma.

for health treatment."

According to WDS President Dr. Sandra Read of Washington, D.C., "Because skin cancer is highly preventable and treatable if caught early, we, as members of The Women's Dermatologic Society, strongly believe in public out-

reach, education and community service. We are proud to be doing our part to boost public awareness about skin cancer, by reaching out to golf enthusiasts and providing free screenings, sunscreen, and a wealth of information about skin cancer prevention and detection. Just looking at the high numbers of suspicious sites our doctors identify at these golf tournament screenings, it is quite

gratifying to see how we are meeting significant needs by working at selected LPGA events around the country." Local host and WDS member Dr. Valerie Callender of Mitchellville, Maryland illustrates the point with the story about an initially reluctant septuagenarian she examined at the tournament who had never been screened before. "After learning how simple yet important the procedure was," recalls Dr. Callender, "this woman made the commitment to get herself checked every six months and to wear her sunscreen daily. Now that kind of meaningful personal contact is what this program is all about!"

The "Play Safe in the Sun" campaign is made possible through the generosity of funding from Procter & Gamble, which also provides product donations along with Galderma, Ortho-Neutrogena, and

Continued on page 3

LPGA

Continued from page 2

Person & Covey. Corporate representatives from Galderma and Ortho-Neutrogena also participated in the "Play Safe in the Sun" program during the Championship in Wilmington. WDS members who collectively volunteered more than a hundred hours of their time to conduct the screenings included: WDS President Dr. Sandra Read of Washington, D. C.; local host Dr. Valerie Callender of Mitchellville, MD; Dr. Jocelyn Harris of Lansdale, PA; Dr. Beverly Johnson of Washington, D.C.; Dr. Tara Lawlor of Quakertown, PA; Dr. Karen McGinnis of Havertown, PA; Dr. Mary McGonagle of Flourtown, PA; Dr. Maral Skelsey of Chevy Chase, MD; and Dr. Sandra Vause of Pennsville, NJ.

"Play Safe in the Sun" will hold screenings in exhibition tents at the LPGA's Safeway Classic in Portland, Oregon in September, at the ADT Championship in West Palm Beach in November, and again at the Kraft Nabisco Championship in Rancho Mirage, in March 2005.



President's Message

Continued from page 1

From these enduring values comes the future growth of this Society.

The first generation's vision and achievement gives us the opportunity for future growth. The next generation of leaders is indeed fortunate. But what sustains us? What keeps us going? What makes us look forward with great expectations? The joy and value of relationships, the satisfaction of being part of a larger organization with shared goals, and the mentoring and caring of professional aspirations of each other will sustain the organization as it develops into its next generations activities.

The Society has resources and talent for the further betterment of our organization, our colleagues, our community and our patients. Service is an essential part of who we are as professionals. I see service as our bridge to our future. The successes of our past, are our bridge to the future.

My vision for the future is a WDS that serves increasing awareness and education in skin related health. Ultimately, our work to promote each other and Dermatology writ large is justified and inspired by that simple ethic — serving the health of our patients and our communities. While WDS continues to work in the ways and with the mission that has brought us success, our next generation should add that next and natural step, articulating and inculcating overtly the service to which we all aspire.

I've shared my vision of the WDS future. What's yours? What would you like to see your organization do in the future? How do we bridge the generations, without allowing a gap?

I look forward to hearing your thoughts. Please send them by e-mail: Sreadmd@aol.com.

The Women's Dermatologic Society wishes to acknowledge its 2004 Contributors

GUARDIAN ANGEL > \$100,000

Dermik Laboratories

ANGEL > \$50,000

Ortho-Neutrogena
Fujisawa Healthcare

SUSTAINER > \$25,000

Allergan Skin Care & Botox
Connetics Corporation
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NETWORKING

Members Seen at the AAD Summer Meeting



Dorothy Greer of Stiefel Laboratories meets Dr. Valerie Calender and Dr. Janet Hickman at the WDS Networking Reception in New York.



Dr. Sandra Vause, Dr. Lynn McKinley-Grant, and Dr. Jill Lindstrom meet up at the WDS Networking Reception held in the suite of WDS President Sandra Read.



Dr. Mary Maloney, Dr. Joy Rico and Dr. Mimi Buchness catch up during the AAD Summer Meeting.

Dr. Hilary Baldwin and Dr. Sandra Read enjoyed catching up with one another at the WDS Board Leadership Dinner in New York. The dinner was hosted by Dr. Karen Burke at her home.



Dan Siegel gets “pinned” as a member of the WDS by President Sandra Read while hugging WDS President-elect Jean Bolognia, MD and Susan Marcus, MD.



WDS Creates Strategic Plan at Leadership Retreat

The Women's Dermatologic Society is approaching the 30th Anniversary of its founding!

"Our baby is now a 30-year-old and we couldn't be prouder," said WDS President, Sandra Read, MD. "Thanks to brilliance of many strong and foresighted women, and more than a few men, we've accomplished many of the founders' goals, and made a great start on others. Our success and continued wonderful support within the Academy and the skin care community generally also encourage us to consider how best to build on our first generation. "Time for the dreaded STRATEGIC PLAN," she said with a smile, remembering some of the initial reactions to the idea. "But those who had suffered through the strategic planning process with more institutionalized organizations, groups less consensus driven, were pleasantly surprised."

The plan, developed by leaders of the WDS during the WDS Leadership Retreat on June 17, 2004 in Toronto, Canada, reviews strengths, weaknesses, threats and opportunities; presents a series of statements relating to WDS' vision, mission, values and objectives; and sets out proposed strategies and goals for the WDS. "I think the WDS started as a rose bud and now it blossomed. Now we have gardens all over," said Elizabeth McBurney, MD, one of the eighteen WDS leaders who participated in the planning retreat. Dr. Kathy Schwarzenberger has been a member for twelve years and at the retreat she explained why WDS has been relevant in her career: "WDS took me from being a resident to being a member of the professional dermatology community — this is the way you become one of the grown-ups."

The new WDS strategic plan is a roadmap to guide the organization, the leadership and staff. It offers a message that the organization has a worthy mission



WDS leaders gathered for a one-day "Leadership Retreat" to develop a strategic plan for the organization. Pictured here were those who arrived the night before to enjoy a lovely dinner together at the Old Mill Inn.

and goals to fulfill and provides a clear set of priorities for the growth of the WDS. Action on these priorities has already occurred. We are indeed a responsive and nimble organization.

Through sponsorship support provided by Danine Summers of Connetics, WDS hired Nancy Fitzgerald, a public relations and communications expert, to facilitate the leadership retreat. The primary purpose of the retreat was to develop the strategic plan for the organization. In the course of one day, the WDS leadership embarked on a journey which began with understanding WDS' founding principles, appreciating the organization's current achievements, and, as part of the natural evolution of this 30-year old organization, developing a vision for the future to meet significant needs for members and for the broader community.

Through the exciting and thought-provoking process of brainstorming, group discussion, and small work-groups, aided by clever graphic guides for easy organization of thought, participants reached con-



Drs. Elizabeth McBurney and Kathy Schwarzenberger at the WDS Leadership Retreat

sensus on the need to better articulate and shape the image of WDS, the need to enhance networking within the WDS as an avenue for retaining and attracting members, and the desire to incorporate "Service" into the organization's mission. The identification of these goals spurred numerous excellent recommendations for strengthening WDS programs, activities and services for the future.

The WDS Board of Directors is in the process of reviewing the Strategic Plan

Continued on page 14

RENEWAL RETREAT

WDS Members Enjoy Toronto Retreat



Dr. Katherine Hectorne, Dr. Anne Burdick, and Dr. Cheryl Rosen at the Retreat. Dr. Burdick has been appointed as chair for the 2006 Member Renewal Retreat.



Drs. Wendy Roberts, Diane Duvall, MD, and Linda Benedict at the Renewal Retreat.



Twenty-one resident members attended the Member Renewal Retreat, thanks to funding from Ortho-Neutrogena and BiogenIDEC. Pictured here is one resident, Dr. Parrish Sadeghi, Shaker Heights, OH with active member Dr. Sabra Sullivan, Jackson, MS.



At the Retreat, residents were paired with active members to help them get better acquainted with other members. Pictured here is Dr. Molly Hinshaw with WDS Past President Dr. Lenore Kakita.



Dr. Suzanne Olbricht chaired the Member Renewal Retreat and Margaret Wong, WDS Administrative Manager took care of much of the organizing that was required to create the wonderful experience that it was.



Dr. Sherry Novick and Dr. Barbara Reed.



Dr. Suzanne Connolly introducing Dr. Wendy McFalda.

Residents Give High Marks to WDS Member Renewal Retreat

Editor's Note: Twenty-one residents received scholarships to attend the WDS Member Renewal Retreat in Toronto, Canada, June 18-20. Below are letters received describing the experiences of Jodie Eisner, MD, a Resident from Charlottesville, VA and Residents Leslie Carter, MD and Michelle Spenny of Dartmouth Hitchcock Medical Center, Lebanon, NH.

As this was my first Women's Dermatologic Society experience, I was unsure and nervous about what to expect. Would it be stuffy, would people be friendly, would a resident



JODIE EISNER, MD
RESIDENT FROM
CHARLOTTESVILLE, VA

feel out of place? I arrived at the first evening's dinner and all of my doubts were soon cast aside. I was immediately greeted by a smiling, friendly face by the name of "Suzanne". No title, no last name,

no pretense. She introduced me to her friend "Jean" and then further introductions and small talk continued throughout the evening. I was put at ease, and I found myself in instant conversations with these fascinating women. It wasn't until later that I realized the many accomplishments of this dynamic group. But, that did not matter tonight. We were all women with a common bond, and we were there to support and learn from each other. It was this refreshing sentiment that permeated the weekend and made it a wonderful experience.

I learned many important lessons from the weekend. The speakers were fantastic. I have already put into work my "power stance" and watched the peculiar reactions of my male colleagues! From Dr. Janet Mills' presentation I learned to observe the different cultural cues that

males and females give off. I have tried to use some of those non-verbal communications to my advantage in dealing with office interactions.

Dr. Helen Meldrum's discussion of verbal cues was an excellent compliment to the first talk. After the weekend, I realized that there are many small changes in my behavior that may make a big impact on the efficacy of my communications.

The weekend also gave me a moment to reflect and revisit some of my personal goals for the upcoming year. I am entering my chief residency year, and I hope to be an effective leader and teacher. The skills that I learned in the workshops were extremely helpful. However, the time to relax, meditate with yoga, and talk with other female mentors was equally as instructive. I will work hard to preserve this renewed energy in the coming year.

Perhaps the most important part of the weekend for me was the opportunity to speak with so many different types of dermatologists and to hear their stories. How they got where they are, what they like and don't like, and why they continue to do what they do. I met some great role models. I also had an opportunity to meet some of my peer residents and make contacts with them. I think that these are extremely important support networks to begin building as early as possible.

In addition to the skills that I learned in the sessions, I think that the 2004 retreat will contribute to my future career



Dr. Leslie Carter, Dr. Denise Aaron, and Dr. Michelle Spenny in Toronto in June for the WDS Member Renewal Retreat. The trio ventured into the city to see the sites.

by giving me a "place". One of the other women made a point about feeling "alone" out there when she left residency. I was encouraged to see that a group of women can help to provide the support for one another needed to thrive. I want to continue my activity in the WDS in the future.

— Jodie Eisner, MD, Charlottesville, VA



The WDS retreat in Toronto was an incredible experience for me. I was truly inspired by all of the extremely accomplished women in dermatology who were eager to share their experiences, mentor, and encourage each other and especially us residents. One of the most valuable things I learned is that there are many different practice structures and

Continued on page 14

Body Watching Helps Us Understand Gender Differences

Professor Janet Mills, keynote lecturer at the WDS Member Renewal Retreat in Toronto in June, spoke on the topic of “Bodywatching.” She gave us the inside scoop on how to distinguish feminine and masculine body language differences and how to use that information to understand what people are trying to say or convey — often times, subliminally. Through play-acting where the male/female roles were reversed, we could see how changing ones posture, body orientation, interpersonal space, etc. can change the dynamics of a communication or interaction.

Here are some of the role-playing exercises that were demonstrated by WDS members who were called to the stage to perform:

POSTURE

Feminine Style:

Constrict in space with arms/legs close to body, thus looking smaller

Masculine Style:

Expand in space; extends arms/legs away from the body, thus looking larger

Interpretation of Gender Difference:

Female appears subservient to male

BODY ORIENTATION/ INTERPERSONAL SPACE

Feminine Style:

Pairs face each other directly and stand close to each other

Masculine Style:

Pairs stand side-by-side and keep their distance

Interpretation of Gender Difference:

Male is more concerned with establishing his power status before getting to know someone new

FEET AND LEGS

Feminine Style:



Dr. Susan Weinkle and Keith Greathouse reverse male/female roles in a demonstration of how different the body language is — it was hilarious.

Zero degree intra-femoral angle when sitting (legs held together)

Masculine Style:

5-15 degree intra-femoral angle when sitting (legs spread apart)

Interpretation of Gender Difference:

Female appears less relaxed than male, thus appearing stiff or nervous which creates an image of less authority

ARMS AND HAND POSITION

Feminine Style:

May flip hair back or stroke hair or back of neck

Masculine Style:

Power spread: Arms spread wide with hands behind head at nape of neck

Interpretation of Gender Difference:

Female appears to be seductive which lessens her power, while male shows his ability to be relaxed and in control of the setting

HEAD POSITIONS

Feminine Style:

Tilts the head to demonstrate she is

listening carefully

Masculine Style:

Rarely tilts head or lowers head

Interpretation of Gender Difference:

With the tilt of the head or the lowering of the chin, the female appears shy and hopeful to please, whereas the male holds head high showing his self-confidence and power

FACIAL DISPLAY

Feminine Style:

Attentive, watchful of environment

Masculine Style:

Relaxed muscles around the eyes, relaxed brows, indirect eye contact

Interpretation of Gender Difference:

Female appears to be motherly (low power), while male exudes a tough and “in control” look.

For more information on gender differences, contact Dr. Janet Mills, Boise State University at: jmills@bsu.idbsu.edu or call: 208-336-1808.

Empathy Does Wonders to Solve Office Conflicts

Dr. Helen Meldrum, EdD, Associate Professor of Psychology & Communications, Massachusetts College of Pharmacy and Health Sciences, focused her keynote lecture at the WDS Member Renewal Retreat in Toronto on why colleagues in health care settings are often drawn into conflicts. She offered several scenarios involving the physician and her/his staff in dealing with difficult patient situations. She explained how, through empathy, we can better defuse difficult people. She said that it is crucial that we teach our staff to be empathetic. Here are Meldrum's definitions of "empathetic" followed by some non-empathetic responses:

BEING EMPATHETIC MEANS:

NOT JUDGING

Judgmental response: "You shouldn't be sweeping off your steps at your age."

NOT GIVING UNSOLICITED ADVICE

Advice-giving: "What you really need to do is just hire somebody to do this for you."

NOT QUIZZING

Quizzing: "Don't you have any children who can help you out?"

NOT PLACATING

Placating: "Don't worry about the snow. Let's take care of your hip and the snow will take care of itself."

Meldrum advised: "understand that patients coming to you usually have a fear." This fear may surface as an inappropriate behavior such as: "the patient is mad." In other patients, it may surface as: "the patient seems sad." In others the fear may present itself as "the patient appears scared" or "the patient appears worried." In whatever form the fear is expressed,

oftentimes, physicians and their staff, fail to recognize and understand that "fear" is often the factor behind all these behaviors.

Difficult patients are often simply fearful of the unknown or of some other worry they have that may have nothing to do with you or your office. The astute physician and his/her staff is prepared for

these behaviors with an empathetic, reflective response. They don't take the inappropriate behavior personally, because they understand that the patient's fear is often the issue driving the inappropriate behavior.

Dr. Meldrum can be reached at: COMMEL@aol.com or 617-666-5463.

Toronto Retreat Attendees

Denise M. Aaron, MD,
West Lebanon, NH

Lisa L. Anderson, MD, New Orleans, LA

Linda M. Benedict, MD, Atlanta, GA

Jean L. Bolognia, MD, North Haven, CT

Anne E. Burdick, MD, MPH, Miami, FL

Leslie A. Carter, MD, Lebanon, NH

Maureen T. Cliffl, DO,

Rochester Hills, MI

Suzanne Marie Connolly, MD,

Scottsdale, AZ

Theresa A. Conologue, MD,

Germantown, MD

Kelly M. Cordoro, MD,

Charlottesville, VA

Marie-France Demierre, MD, Boston, MA

Diane Voelpel Duvall, MD, Atlanta, GA

Jodi Eisner, MD, Charlottesville, VA

Jane Margaret Grant-Kels, MD,

Farmington, CT

Keith A. Greathouse, Berwyn, PA

Kathleen J. Hectorne, MD, Austin, MN

Janet G. Hickman, MD, Lynchburg, VA

Molly Hinshaw, MD, Madison, WI

Cheryl A. Hull, MD, Little Rock, AR

Jennifer L. Jones, MD, Cambridge, MA

Lenore Setsuko Kakita, MD,

Glendale, CA

Barbara T. Licznanski, MD,

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Silver Springs, MD

Elizabeth I. McBurney, MD, Slidell, LA

Michel A. McDonald, MD, Nashville, TN

Wendy L. McFalda, DO, Lake Orion, MI

Ginat W. Mirowski, DMD, MD,

Indianapolis, IN

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Julie A. Neville, MD, Winston-Salem, NC

Sherry L. Novick, MD, New Orleans, LA

Marianne N. O'Donoghue, MD,

Oak Brook, IL

Suzanne Olbricht, MD, Burlington, MA

Anju Pabby, MD, San Diego, CA

Sandra I. Read, MD, Washington, DC

Barbara R. Reed, MD, Denver, CO

Elisa M. Roberts, MD, Asheville, NC

Wendy E. Roberts, MD,

Rancho Mirage, CA

Cheryl F. Rosen, MD, Toronto, ON

Linda Ruetsch-Neri, RN, Skillman, NJ

Parrish Sadeghi, MD, Shaker Heights, OH

Kathryn Schwarzenberger, MD,

Lebanon, NH

Mary C. Spellman, MD, San Diego, CA

Michelle L. Spenny, MD, Lebanon, NH

Sabra Sullivan, MD, PhD, Jackson, MS

Zeina S. Tannous, MD, Boston, MA

Valencia Thomas, MD, Cambridge, MA

Susan H. Weinkle, MD, Bradenton, FL

Clarissa Yang, MD, Boston, MA

Lessons from the WONDER Years

BY EVE LOWENSTEIN, MD, PhD
BROOKLYN, NY

These are my WONDER years. I'm in WONDER over the most recent additions to our family: twin girls. I have embarked on a WONDERful career in academic dermatology and clinical private practice. And I WONDER how I will manage.

I am sure that many of you can relate when I describe myself as someone who appreciates a sense of order and control of my life. While I philosophically understand that this is, in the true sense, an impossibility, I confess to harboring illusions for years. Perhaps it's human nature, or my German roots, but a more palpable irony cannot be found than the modern career mother juggling four children and the multitude of tasks varying from banal to imperative, in the vain hope of maintaining control. Well, illusions are made to be broken.

Take for instance, how I felt when I learned I was having twins. Dreams speak volumes. I awoke one morning in a cold sweat, soon after learning the news. I had dreamt that at their delivery, the OB kept pulling more and more babies out, until there were innumerable wailing flailing infants stacked on the delivery room floor... ALL MINE.

Since the birth of Jordana and Serena, our household has undergone a paradigm shift. In sports terminology, we've moved from one-to-one to zone defense. Now, I count kids like luggage before going out the door, to make sure that no one is forgotten. I've had to come to grips with the reality that I am not an octopus and when I am holding two babies, I can't do anything else. For someone who has always multi-tasked, this is a truly frustrating

predicament. We have already overcome a few "crises": head lice, "double bucket" gastroenteritis (fortunately sparing the little ones) and even a period without nanny coverage. I have returned to work at both jobs and the bigger kids are adjusting to their new sisters.

Of course we all experience life's little mis-haps, I just seem to experience them more often lately. So what if I wore sneakers that were not a pair to a kickboxing class. And does it really matter that I went

going fast enough." Chaos breeds surprises and circumstances I couldn't conjure up, not even in my wildest dreams. Call it a rationalization, but in truth, life is sloppy and chaos is unavoidable.

"Chaos often breeds life, when order breeds habit." (Henry B. Adams)

Two months after the twins' birth, I left my newly extended family to attend a dermatology leadership seminar in San Diego. My first trip away since their birth, I left with my breast pump in tow, looking forwards to a little sleep more than anything else. Little did I know that on that brief 65 hour excursion cross-country, I would suffer a bout of mastitis and be put upon to explain to airport security that the 6 Poland Spring bottles filled with white liquid in my carry-on luggage are NOT cocaine, but in fact, frozen breast milk. Somehow, it was easier to convince them that I was a drug trafficker

than a lactating dermatologist! (Yes, truth is stranger than fiction.)

Life's greatest lessons come in the most unlikely places and packages. As the realities of the recent changes in my life begin to gel, I embrace the wonder years for their surprises and quirks, joys and jostling. For if I were sitting idly in a tidy room, it would make for a sad and dull story indeed. Instead, I take the leap of faith that somehow, things will work out. More than anything, what carries me through those inevitable overwhelming and hard moments is a focus on my great fortune and blessings. It's no wonder I love the WONDER years.



Dr. Eve Lowenstein and her four children.

through half a day at work before one of my residents pointed out to me that my shirt was on inside out. And let us not forget the spit up on the work clothes — adds realism to the professional look. I certainly don't have to worry about anyone else wearing my fragrance! But after all, these things are trivial in the ultimate scheme of life. Sure, it sounds like it's all under CONTROL, right? None of us is really in control, though it seems I used to pretend much better.

Chaos, on the other hand, has become a more tangible reality, gaining in appeal. In the words of Mario Andretti, "If everything seems under control, you're just not

WELCOME NEW MEMBERS

Welcome to the WDS! You are now part of a growing and vibrant association of more than 1,000 members from across the globe. We encourage all new members to become active by joining a WDS Task Force or Committee. To review the list of committees and consider where your interests may be, visit www.womensderm.org. On-line you can volunteer for any one of 25 committees/task forces or do so by calling 877-WDS-ROSE (877-937-7673).

ACTIVE

Neera P. Agarwal-Antal, MD
Asra Ali, MD
Frederick C. Beddingfield, MD, PhD
Kay Bishop, MD
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Marie Francine Bruyneel, MD
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DeAnne H. Collier, MD
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James O. Ertle, MD
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GRADUATE (RESIDENT)

Denise M. Aaron, MD
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Christine D. Ambro, MD
Heidi K. Anderson, MD
Lisa L. Anderson, MD
Alessandra Beatriz Alio, MD
Aparna Ambay, MD, MPH, MBA
Tracy Bialy, MD, MPH
Natalie I. Block, MD, PhD
Apple A. Bodemer, MD
Megan M. Bogart, MD
Melissa A. Bogle, MD
Marisa A. Braun, MD
Deidre A. Buddin, MD
Kristina Campton, MD
Lisa A. Carroll, MD
Sarah Cash, MD
Nor Chiao, MD
Kelly M. Cordoro, MD
Kimberly A. Davidson, MD
Sara W. Dill, MD
Anastasia D. Drohan, MD
Emily J. Fisher, MD
Heidi L. Foster, MD
Anatoli Freiman, MD
Mary Noel George, MD
Amy E. Gilliam, MD
Alison B. Gruen, MD
Marcia Hogeling, MD
Jerri L. Hoskyn, MD
Rachel S. Hub, MD
Angela C.S. Hutcheson, MD
Julie P. Iannini, MD
Anu G. Jayaraman, MD
Dana C. Jeng, MD
Sarah L. Jensen, MD
Christine Kannler, MD, MPH
Tatiana Khrom, MD
Caroline C. Kim, MD

Heidi H. Kong, MD
Anjeli G. Laungani, MD
Leslie P. Lawley, MD
Melissa C. Lazarus, MD
Michelle DJ Lewis, MD
Peggy B. Liao, MD
Mollie A. MacCormack, MD
Tasha E. Manternach, MD
Arlene C. Molino, MD
Allison J. Moosally, MD
Cara E. Moretti, MD
Suzanne Mosher, MD
Uma Nadiminti, MD
Padma G. Nallamotheu, MD
Julie A. Neville, MD
Amy C. Ney, MD
Khanh Nguyen, MD
Amy B. Norton, MD
Sherry L. Novick, MD
Jennifer T. O'Neill, MD
Karel J. Ortiz, MD
Kelley A. Pagliai, MD
Manisha J. Patel, MD
Melissa Peck Piliang, MD
Larisa Ravitskiy, MD
Tiffany L. Rebella, MD
Kara A. Reinke, MD
Cynthia J. Rogers, MD
Parrish Sadeghi, MD
Tanya A. Sale, MD
Beth Santmyire-Rosenberger, MD
Aradhna Saxena, PGY-2, MD
Elyse H. Scheuer, MD
Julie C. Schultz, MD
Kerrie J. Spoonemore, MD
Leslie A. Storey, MD
Michael D. Sullivan, MD
Pitiporn Suwattee, MD
Zeina S. Tannous, MD
Jocelyn C. Thein, MD
Valencia Thomas, MD
Michele M. Thompson, MD
Stacy E. Thurber, MD
Kyle Loren Wagamon, MD
Molly A. Wanner, MD, MBA
Clarissa Yang, MD
Melanie L. Zahner, MD
Larissa L. Zaulyanov, MD

CALENDAR OF EVENTS

SEPTEMBER 13-19, 2004

WDS LPGA Skin Screening Initiative
Safeway Classic, Columbia Edgewater
Country Club, Portland, Oregon

SEPTEMBER 30, 2004

Practice Enhancement Reception,
La Jolla, CA
Office of Kim Butterwick, MD and
Mitch Goldman, MD
6:30 p.m.

OCTOBER 2, 2004

WDS/ASDS/Mohs College Women Derm
Surgeons Luncheon • 12 noon, Man-
chester Grand Hyatt, San Diego, CA

NOVEMBER 18-21, 2004

WDS LPGA Skin Screening Initiative
ADT Championship West Palm Beach,
Florida

NOVEMBER 19, 2004

WDS Networking Reception, EADV
Conference, Florence, Italy • 5:00 p.m.

FEBRUARY 18, 2005

WDS Networking Reception
5:30 p.m., New Orleans, LA

FEBRUARY 20, 2005

WDS Annual Meeting & Luncheon
12 noon, New Orleans, LA

WDS Symposium "Women's Health
Issues" • 2 p.m., New Orleans, LA

WDS Open House/Pres. Suite
5:30 p.m., New Orleans, LA

WDS Invited to Present Symposium at 2005 Academy in New Orleans

The Women's Dermatologic Society has been invited to create a symposium on Women's Health issue to be presented on Sunday, February 20, 2005 from 2:00 PM – 5:00 PM at the Convention Center at the AAD Academy in New Orleans. Registration will be offered through the AAD. The following is a tentative schedule of topics/presenters for this Symposium:

Au current: Controversies, Conundrums, & Concerns

2:00	Jeff Callen, MD	Breast Cancer & Antibiotics
2:15	Barbara Reed, MD	Retinoids, Acne, & the FDA
2:30	Marianne O'Donoghue, MD	Vitamin D & Sunscreen
2:45	Lynette Margesson, MD	Pearls for Effect. Mgt. of Common Vulvar Disease

Medical Moments: Memorable & Momentous

3:00	Vera Price, MD	Scarring Alopecia: Update
3:15	Richard Scher, MD	Nail Disorders – Latest Tips
3:30	Pat Engasser, MD	New Allergens for the 21st Century
3:45	Anne Lucky, MD	Metabolic Syndrome

The Cosmetic Condition

4:00	Alistair/Jean Carruthers, MD	Botulinum Toxin: Pearls & Pitfalls
4:15	Susan Weinkle, MD	Fillers: Now & Future
4:30	Barbara Gilchrist, MD	Nucleotides and Photoprotection
4:45	Zoe Draelos, MD	Cosmeceutical Update: Evidence Based

Wear your WDS pin proudly



All new WDS member receive a gold WDS Rose Pin and are encouraged to wear it proudly and to tell others about the WDS. If you have misplaced yours, please let us know and we'll send you a new one. Contact WDS at: 877-WDS-ROSE.

IMPORTANT WDS DATES

Career Development Grants – applications received throughout the year for quarterly review/consideration by the selection committee.

International Travel Award Grants – Deadline October 1.

Membership – applications for membership received throughout the year for bi-annual review by the Membership Committee. Applications received by January 15 will be considered by the

Board of Directors at their February 20 meeting.

Medical Student Awareness Grants – this new program will be accepting applications for review by the selection committee until December 31. Grant funding will be awarded for the 2005 calendar year.

Mentorship Award Grants – Deadline November 1.

WDS has a TOLL-FREE Phone Number!

Now you can call the WDS Toll-Free, thanks to a generous grant from Barrier Therapeutics! And, our new toll-free line is easy to remember ...

1-877-WDS-ROSE

1-877-937-7673

You are cordially invited to attend a
***WDS Practice
Enhancement Reception***

Thursday, September 30, 2004.

*The reception will be graciously hosted by
Dr. Mitchel P. Goldman
& Dr. Kimberly J. Butterwick*

*La Jolla Spa MD
7630 Fay Avenue, La Jolla, California
6:30 p.m. - 9:00 p.m.*

You are invited to bring a guest.



Please fax or
mail this response form to Women's Dermatologic Society
74 New Montgomery Street, Suite 230
San Francisco, California 94105.

If you have any questions,
please contact Margaret Wong at 1-877-WDS-ROSE.
Please respond by September 15, 2004.

Your Name _____

Your Guest _____

Phone _____

Yes, I will be attending _____

Number attending _____

No, I will not be able to attend _____

Fax: 415-927-5726

The WDS, ASDS and ACMMSCO invite you
to the second annual networking luncheon honoring
Women Dermatologic Surgeons
on Saturday, October 2 at 12:00 Noon
in America's Cup ABC
at the
Manchester Grand Hyatt San Diego
One Market Place, San Diego, California

Attire: Business Casual

RSVP on the 2004 ASDS-ACMMSCO Combined Annual Meeting Registration Form
Download a copy at <http://www.asds.net>
Seating is limited.

This event is graciously sponsored by Ferndale Laboratories, Inc.
and organized by the WDS/ASDS Joint Committee of Women Dermatologic Surgeons.
For more information about this committee, please go to
the WDS web site at www.womensderm.org

New Medical Student Awareness Grant Program Begins

WDS is launching a new program to provide grants of up to \$2,000 each to qualifying medical students interested in learning more about dermatology by working with a leading dermatologist in a private practice or at the university level. The purpose of this program is to increase awareness of dermatology as a profession, target medical schools that lack a division or department of dermatology, and enhance mentorship of medical students by dermatologists who are members of WDS. Deadline for applications is December 31st. Candidates selected to be funded will be notified by March 1st.

Medical Student Awareness Program



This program is supported by an unrestricted educational grant from **Stiefel Laboratories, Inc.**



WDS members at a luncheon during the renewal retreat in Toronto.

Strategic Plan

Continued from page 5

and it is expected to be adopted by the Board at its next meeting. "This is a great step forward for the WDS and this plan is certain to help us focus our energies and resources in the years ahead," said Dr. Read. "I'm indebted to the WDS leaders who participated in this process and brought this plan to life – please join me in thanking them for their great work that will certainly benefit all of us."

They included: Jean L. Bolognia, MD, Anne E. Burdick, MD, MPH, Suzanne Marie Connolly, MD, Lisa Garner, MD, Keith A. Greathouse, Janet G. Hickman, MD, Lenore Setsuko Kakita, MD, Elizabeth I. McBurney, MD, Marianne N. O'Donoghue, MD, Kerry Parker, CAE, Suzanne Olbricht, MD, Barbara R. Reed, MD, Wendy E. Roberts, MD, Linda Ruetsch-Neri, RN, Kathryn Schwarzenberger, MD, Sabra Sullivan, MD, PhD, Susan H. Weinkle, MD.

High Marks

Continued from page 7

each has its own pros and cons.

Hearing the personal insights of many women in different practice situations was so helpful in thinking about how I want to structure my own practice, take care of patients, and live my own life as a doctor, wife and mother.

Again, thank you for inviting me to attend.

— Leslie Carter, MD, Dartmouth Hitchcock Medical Center, Lebanon, NH



Thank you for the opportunity to participate in this year's WDS Retreat in Toronto. Your generous scholarship made it possible for me to attend, and I greatly appreciate it. The retreat proved to

be a wonderful opportunity to network with successful female dermatologists from around the country.

This was particularly useful for me as I am beginning to think about post-residency plans. My only exposure to staff dermatologists in the past had been in an academic setting and it was refreshing and encouraging to meet so many happy, accomplished private practice dermatologists.

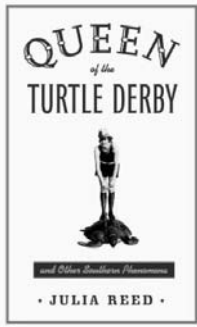
Also, the guest lecturer was dynamic and I now find myself watching my own body language more carefully.

Most of all, I was impressed with the sense of community shared by the attendees and was comforted to feel a part of this group.

I hope to attend many WDS retreats and activities in the future.

— Michelle Spenny, MD, Dartmouth Hitchcock Medical Center, Lebanon, NH

WDS READS & RECOMMENDS



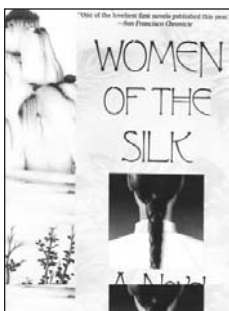
QUEEN OF THE TURTLE DERBY

by *Julia Reed*

“In this engaging collection of essays, Mississippi native Reed — a writer for Vogue and the New York Times Magazine who now splits her time between New Orleans and New York City — presents a fresh and eclectic portrait of the South.”

– Recommended by Deidre Hooper, MD, Co-Chair, Annual Meeting Committee

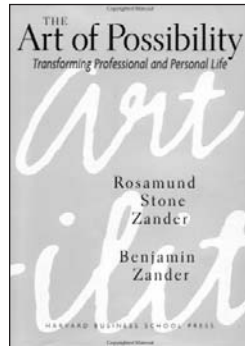
Author Julia Reed will be the keynote speaker at the WDS Annual Meeting Luncheon in New Orleans, LA on February 20, 2005



WOMEN OF SILK

by *Gail Tsukiyama*

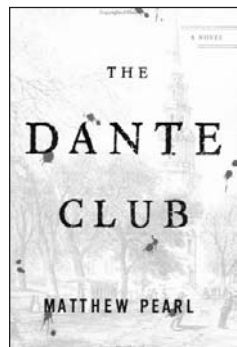
“This is a book that explores the development of sisterhood in the Chinese silk industry in the early 20th century. A fascinating look at women developing an independent voice in a male dominated society.” – Recommended by Julie A. Hodge, MD



THE ART OF POSSIBILITY: TRANSFORMING PROFESSIONAL AND PERSONAL LIFE

by *Rosamund Stone Zander*

“An uplifting short book written by the conductor of the Boston Symphony and his wife, a psychologist.” – Recommended by Anne Burdick, MD

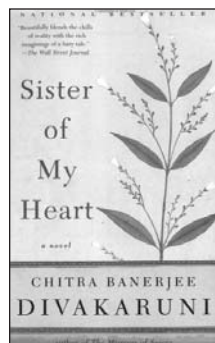


DANTE CLUB

by *Matthew Pearl*

“A mystery set at Harvard with Longfellow, Holmes and Emerson.”

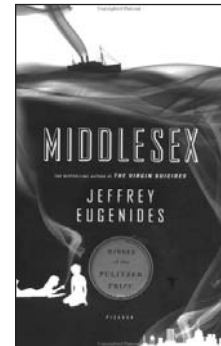
– Recommended by Marianne O'Donoghue, MD



SISTER OF MY HEART

by *Chitra Banerjee Divakaruni*

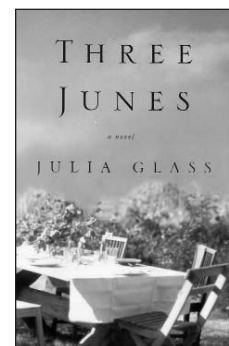
“This book is about two Eastern Indian women who shared the same household. It is heartwarming!” – Recommended by Barbara Reed, MD



MIDDLESEX: A NOVEL

by *Jeffrey Eugenides*

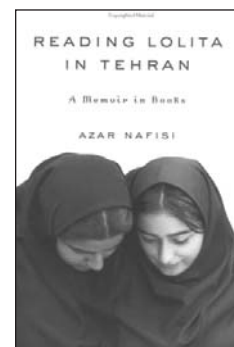
“Cleverly written novel offering perceptions from the patient’s point of view.” – Recommended by Suzanne Connolly, MD



THREE JUNES

by *Julia Glass*

“A marvelous novel - you will wish there were a fourth June.” – Recommended by Elizabeth McBurney, MD



READING LOLITA IN TEHRAN: A MEMOIR IN BOOKS

by *Azar Nafisi*

“I highly recommend this book. It is a brilliant intermingling of literary criticism and politics.” – Recommended by Sandra Read, MD



Women's Dermatologic Society

74 New Montgomery Street, Suite 230
San Francisco, CA 94105

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NEWSMAKERS

■ **SYLVIA S. JACINTO, MD** was appointed Chairman, Task Force for the Safe and Competent Practice of Dermatology, of the Philippine Dermatological Society (PDS).

■ **WENDY ROBERTS, MD** was elected President of the California Society for Dermatology & Dermatologic Surgery.

■ **ZOE DIANA DRAELOS, MD**, received the Symrise Award from the National Society of Cosmetic Chemists for the most outstanding research paper presented at the Annual Scientific Meeting.

Compiled by Zoe Diana Draelos, MD

■ **ELIZABETH MCBURNEY, MD**, was chosen as one of the four outstanding physicians in the greater New Orleans area by the New Orleans Magazine. She was featured in the August, 2004 issue.

■ **WILMA BERGFELD, MD**, participated in the launch of the Play Smart When It Comes to the Sun program with the Cleveland Indians designed to encourage early identification of skin cancers in athletes. Dr. Bergfeld and Cleveland Indian Jeff Datz held a news conference to high-

light his experience with skin cancer since 1989.

■ **SUSAN TAYLOR, MD**, participated in the Melanoma Monday activities in New York by holding a news conference stressing the importance of recognizing melanoma in African-Americans.

■ **BONI ELEWSKI, MD**, appeared on the CBS Early Show and Fox News to announce the importance of skin cancer detection as part of the AAD's Melanoma Monday public relations activities.

■ **SUSAN WEINKLE, MD** was appointed as President of Dermatology Services Inc. (DSI) in June 2004.

■ **MARTA I. RENDON, MD** was named President-elect for the American Society of Cosmetic Dermatology and Aesthetic Surgery (ASCDAS). Her term as president will begin at the 3rd ASCDAS Annual meeting at the Biltmore in Phoenix, Arizona, December 2-4, 2004. Dr. Rendon is also founding member of the society.



Women's Dermatologic Society
74 New Montgomery Street, Suite 230
San Francisco, CA 94105

Phone: 415/927-5727

Fax: 415/927-5726

Toll Free: 1-877-WDS-ROSE
877-937-7673

E-mail: wds@womensderm.org

Web Site: www.womensderm.org

Sandra Read, MD, *President*

Kathy Schwarzenberger, MD, *Newsletter Editor*

Kerry Parker, CAE, *Executive Director*

Supported in part by a grant from:



MISSION STATEMENT

- To help all women in dermatology achieve their greatest personal and professional potential.
- To foster, promote and support women's issues in dermatology.
- To identify, train and recognize women leaders in dermatology.
- To provide a forum for developing relationships.

VISION STATEMENT

- WDS envisions a professional environment which recognizes the unique contributions by women in dermatology.
- WDS strives to ensure that women in dermatology have full access and opportunity for professional advancement.
- WDS focuses on balancing the diverse demands of medicine, family, and community.
- WDS encourages and supports women to maximize their personal and professional potential and to contribute to our specialty and society.

Please forward information about the new and exciting things you and your colleagues are doing and we'll put it in NEWSMAKERS.

E-mail to:
wds@womensderm.org.