



Women's Dermatologic Society

NEWSLETTER

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Members of the media attended "WDS Media Day" to learn more about sun safety for possible use in their publications. Editors from Allure, Real Simple, Self, Figure, Shape, Good Housekeeping, Family Circle, Health, Essence, Cosmopolitan, Golf Digest, Golf for Women and several representatives of dermatology trade publications attended.

WDS Media Day In New York: A Huge Success

WDS broke new ground with its first ever Media Day held on May 16, 2005 at Chelsea Piers in New York City. The purpose of the event was to promote the "Play Safe in the Sun at LPGA" campaign that WDS launched last year and has successfully conducted at five major LPGA tournament sites across the U.S.

The event opened with presentations on sun safety and skin health by Drs. Jean Bolognia, Sandra Read, Wilma Bergfeld, Fran Cook-Bolden, and Wendy Roberts (who spearheaded the event).

Following the presentations, media guests were treated to a gourmet reception and free skin screenings conducted by Drs. Diane Berson, Alison Gruen, Brigitte

Holder, and Nicole DeYampert. Dr. Karen Burke also assisted with the event meeting members of the media. Media interviews were conducted throughout the event. Members of the media received gift bags and packages containing a CD-ROM of each of the presentations.

In addition, just prior to Media Day, WDS learned that it would receive the AAD's Gold Triangle Award on July 21, 2005 at the Hyatt Regency in Chicago.

The WDS Play Safe in the Sun at LPGA Campaign and Media Day event was made possible through the generous contributions of industry partner Dermik Laboratories, whose collaborative work with the WDS facilitated Angela Jerman's role as national



Dr. Fran Cook-Bolden was one of the dermatologists who presented to the media representatives at Media Day.



On the Chelsea Piers Golf Driving Range, PGA Pro Angela Jerman conducts a "swing clinic" for the editors who attended Media Day where she analyzed swings and provided golf tips.

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WDS MEDIA DAY

WDS Media Day

Continued from page 1

spokesperson for the outreach campaign at LPGA tournaments around the country. Other partners supporting the effort include: Doak Dermatologics, Ortho Neutrogena, Del-Ray Dermatologicals, Galderma, Guthy-Renker, Procter & Gamble, Lizgolf by Liz Claiborne, Taylor Made Golf, and Golf Digest.

In addition, the Oncology Nurses Association and the Dermatologic Nurses Association provided volunteer support at the tournaments.



Drs. Wendy Roberts, Wilma Bergfeld, Jean Bologna, and Sandra Read served as presenters at Media Day.



LPGA Professional Angela Jerman speaks to members of the media at WDS Media Day Event.



Following the presentations, Media Day speakers informally answer questions from the editors.



Dr. Diane Berson conducting a skin screening at WDS Media Day in New York City.



Dr. Karen Burke at a WDS Networking Reception held at Chelsea Piers in New York City.

Play Safe in the Sun at LPGA in Georgia

WDS Members Reach Out to Women Golfers to Promote Sun Safety

Georgian LPGA TOUR golf professional Angela Jerman recently linked up with Atlanta dermatologists from the Women's Dermatologic Society (WDS) to promote



sun protection and early detection as part of the national group's "Play Safe in the Sun" community outreach service at the Chick-fil-A Championship in Stockbridge, Georgia. WDS volunteer dermatologists conducted

184 free skin cancer screenings for LPGA players, caddies, tournament visitors and volunteers, referring 55% of those screened to dermatologists for further diagnosis and/or biopsy.

City of Stockbridge Councilman Steve Moon presented Dr. Mary Spraker and Dr. Jean Bolognia with a proclamation on



Dr. Mary Spraker receives a Proclamation from Stockbridge Councilman Steve Moon.



Dr. Rutledge Forney co-chaired the Georgia Tournament with Dr. Mary Spraker.

behalf of Mayor R. G. Kelley, recognizing the WDS's local efforts to raise awareness about the vital importance of vigilant sun protection and early detection in preventing skin cancer. "Play Safe in the Sun" spokesperson Angela Jerman, a third year LPGA TOUR golf professional, encourages her fellow players and the general population to make sun safety a way of life. She urges people to routinely guard against the heightened risks of prolonged sun exposure, by practicing thorough protective measures and getting checked regularly by your dermatologist. Ms. Jerman reminds people: "If you're out enjoying a round of golf, re-apply sunscreen every nine holes!"

Rutledge Forney, MD, WDS member and President of the Atlanta Dermatologic Association, co-hosted the volunteer screenings with Mary Spraker, MD, Pediatric Dermatologist, Emory Clinic. Comments Dr. Forney: "It was rewarding to reach so many golf enthusiasts with the

message about sun safety and early detection. We are very grateful to all the local WDS dermatologists who volunteered their time to screen the tournament visitors." Dr. Spraker adds: "We were proud to give our time for this important outreach effort during the American Academy of Dermatology's National Melanoma/Skin Cancer Awareness and Early Detection Month in May."

Atlanta WDS members who volunteered in the screenings included: Event hosts Rutledge Forney, MD, and Mary Spraker, MD; Linda Benedict, MD, Diane Duvall, MD, Mitra Mofid, MD, Kathleen Smith, MD, Mark Chastain, MD, Steven Deliduka, MD, Saadia Raza, MD, Sarita Parker, MD, Jennifer Burger, MD, Terry Sharpe, MD, and Bette Potter, MD. Stockbridge dermatology nurse Kimberly Pareyo, RN, assisted the dermatologists with the screenings. WDS President Jean Bolognia, MD, of Yale University, visited

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These women with their busy lives are representative of the many dermatologists who are members of WDS. We are proud to have them grace our website. From left to right: Maeran Landers, MD, Kendra Rorrie, MD, AnnaLisa Gorman, MD, Han Lee, MD, Lynda Kauls, MD, and Theresa Schroeder Devere, MD.

Who Are Those Women on the WDS Website?

By *Karen Vigeland, MD*

The young faces that have been on the WDS website for the last three years are not models or actresses from *Grey's Anatomy* or even *Desperate Housewives*, but are in fact dermatologists who are now busy in practice. Initially, when we needed some representative faces for the website, stock photos did not seem to do the job. Why not photograph real, live dermatologists—the face of the future in dermatology?

On one of my volunteer mornings at Oregon Health Sciences University in 2002, I arranged for a photo of residents, fellows and junior faculty who agreed to be placed on the website. After three years, I decided to check in on them since most have left the Portland area and are busy with practices and growing families in other cities.

From left to right in the photo:

Maeran Landers, MD, PhD

Maeran had previously completed a combined MD/PhD program in Immunology at University of Pennsylvania and was a resident in Dermatology at OHSU at the time of the photo. After finishing her residency in 2004, she joined a Dermatology practice in Portland. She and her architect husband enjoy their two-year-old son and await a second child in August 2005.

Kendra Rorrie, MD

Kendra was resident in Dermatology at the time of the photo and after finishing residency in July 2003, she has been in private practice in Garland, Texas (a suburb of Dallas). Her practice focuses on medical/oncologic dermatology. She was recently married to Dan Smith, MD, who was in the same Dermatology resident group at OHSU. Congratulations to both Kendra and Dan!

AnnaLisa Gorman, MD

AnnaLisa completed her Dermatology residency at OHSU and was doing her Dermatologic Surgery fellowship there at the time of the photo. After finishing in 2003 she moved back to her hometown of Seattle, WA and joined Peter Odland, MD, in a practice specializing in the treatment of skin cancer.

Han Lee, MD

Photographed as a resident, Han stayed at OHSU for a Moh's fellowship. She was recruited to become the Director of Dermatologic Surgery at USC where she has developed a Moh's surgery unit at the USC/Norris Cancer Center, one of the main referral centers in Los Angeles. In addition to her administrative and academic duties, she and her husband Victor welcomed baby Sienna to their family in 2005.

Lynda Kauls, MD

Lynda was a visiting resident from Yale who came to OHSU to do a WDS mentorship with Jon Hanifin, studying atopic dermatitis. Since finishing her residency, she continued an interest in atopy as an Assistant Professor of Dermatology at the University of Maryland. She and her husband have two children—Lily (20 months) and Ivars (2 months), and they soon will all arrive back in Portland when she joins the OHSU faculty July 2005.

Theresa Schroeder Devere, MD.

Theresa was in her first year as faculty at OHSU after finishing her residency at Washington University, St. Louis in 2002. She has enjoyed teaching medical students and residents as an Assistant Professor of Dermatology at OHSU. She and her husband have two-year-old twin boys and just welcomed a daughter in June 2005.

**Find out what's
new and interesting.**

**Visit the website
of the Women's
Dermatologic Society at:
www.womensderm.org**

President's Message

Why Join a WDS Committee?

As stated in our mission statement, two major goals of the WDS are to: (1) provide a forum for developing relationships and (2) to identify, train and recognize women leaders in dermatology. When consider-



By JEAN BOLOGNIA, MD

ing the various venues where relationships can develop, several quickly come to mind including networking receptions, the annual luncheon, our biennial retreat, and one-on-one interactions made possible by our mentor-

ship or career development awards. Perhaps not so obvious is the opportunity for developing relationships via committees and task forces of the WDS. However, instantaneously, you are a member of a team, developing common goals and then working together in an organized fashion to achieve those goals. The rewards of such experiences are many including pleasant memories and long-term common bonds.

With regard to the second mission of training women leaders in dermatology, chairing a committee or task force certainly provides a number of useful lessons, e.g., how to effectively run a meeting, how to transform a wide range of ideas into a more focused, cohesive and doable program, or how to successfully delegate responsibilities.

In addition, committee meetings provide every member with an opportunity to be mentored and to acquire these skills. It is also important to emphasize that the supportive atmosphere of the WDS and its committees makes the learning process both simple and enjoyable. The lessons learned can then be applied over a lifetime to a host of situations in which leadership skills are required.

So my recommendation is to join a committee and become a more active member of the WDS! The benefits are many and the experiences worthwhile. Lastly, always remember that what you get out of an organization is directly proportional to what you give to the organization.



Dr. Linda Benedict screens a spectator at the Georgia LPGA Tournament.

Play Safe in the Sun

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The WDS exhibition booth to support local WDS dermatologists' efforts and to commemorate "Play Safe in the Sun Day" with City of Stockbridge City Councilman Steve Moon.

The WDS Skin Cancer Screenings are part of the American Academy of Dermatology (AAD) National Skin Cancer Volunteer Screening Initiative. The WDS exhibition at the tournament also provided AAD educational materials and sunscreen samples for

thousands of golf spectators.

Ms. Jerman's role as spokesperson for "Play Safe in the Sun" is made possible through collaborative work with Dermik Laboratories. Funding for "Play Safe in the Sun" at selected LPGA tournaments is generously provided by Procter & Gamble and Del-Ray Dermatologicals, both of which contribute sunscreen products along with Galderma and Ortho-Neutrogena. Galderma also provided hands-on support during the tournament event.

Women's Dermatologic Society Website Visits are Soaring

The WDS website, www.womensderm.org, set a new record in the month of May. It was the biggest single month increase in traffic to the site during the past 12 months with 65 additional pages viewed every day.

Here is a recap of 2005 visitors to the WDS website:

May 2005	14,159 pages viewed (457 pages viewed every day)
April 2005	12,106 pages viewed
March 2005	11,853 pages viewed
February 2005	11,456 pages viewed
January 2005	10,669 pages viewed (first time ever over 10,000 pages)

The Website Committee, chaired by Dr. Valerie Callender, is preparing to launch a new section of the site called "Find a Dermatologist." It will be open to the public as a searchable (by zip code) directory of WDS members. Once this section of the site is open, expect the website traffic statistics to soar even higher!

WDS Creates New Medical Student Awareness Award

A new award has been created by the WDS and it is designed to increase the awareness of dermatology as a profession among medical students at schools that lack a division or department of dermatology. Generous funding for the award has been provided by Stiefel Laboratories, Inc. This year, 24 medical students received a total of \$24,399 in funding that will allow them to have mentorship experiences with dermatologists.

This new program was developed under the leadership of the WDS Medical Student Awareness Committee chaired by **Richard Odom, MD**. The committee included **Sarah Boyce, MD, Valerie Callender, MD, Peggy Crawford, MD, Marguerite Germain, MD, Chemene Quinn, MD, and Wendy Roberts, MD**.

The following is a list of award recipients and the names of the dermatologists who have agreed to provide a mentorship experience:

Abigail Lynn Adams

Michigan State University College of Human Medicine
Mentor: Catherine Nordby, MD
Mentorship Location: Shore Pointe Dermatology

ShereMaria Agaiby

Medical College of Ohio
Mentor: Tina Alster, MD
Mentorship Location: Washington Institute of Derm. Laser Surgery

Jesleen Ahluwalia

Medical College of Ohio
Mentor: Eve Lowenstein, MD
Mentorship Location: SUNY Downstate College of Medicine

Holly Leigh Bartell

University of Texas at Houston
Mentor: Robin Travers, MD
Mentorship Location: SkinCare Phys. of Chestnut/Harvard Medical School

Ann H. Bui

Medical College of Ohio
Mentor: Amy Paller, MD
Mentorship Location: Northwestern University Medical School

Ruth Celestin

University of Medicine and Dentistry of New Jersey
Mentor: Alice Gottlieb, MD
Mentorship Location: UMDNJ Robert Wood Johnson Medical School

Katherine D. Chilek

Philadelphia College of Osteopathic Medicine
Mentor: Katbleen Kucer, MD
Mentorship Location: Private practice in Sellersville, PA

Sandy Chira

Brown Medical School
Mentor: Han Lee, MD
Mentorship Location: University of Southern California

Nisha Shah Desai

Medical College of Ohio
Mentor: TBA
Mentorship Location: Emory University

Gwyn Frambach

Ohio University College of Osteopathic Medicine
Mentor: TBA
Mentorship Location: Ohio State University

Tyra Carthena Harris

Morehouse School of Medicine
Mentor: TBA
Mentorship Location: University of Alabama

Amy Kerkvliet

Creighton University
Mentor: Jill Nelson, MD
Mentorship Location: Creighton University School of Medicine

Maria Kessides

Georgetown University School of Medicine
Mentor: Maral K. Skelsey, MD
Mentorship Location: Dermatologic Surgery Center of Washington, LLC

Safiya Kim Lyn

Meharry Medical College
Mentor: Dawn K. Vincent, MD
Mentorship Location: Belle Meade Dermatology

Shellie Maria Marks

Florida State University
Mentor: Patricia Mercado, MD
Mentorship Location: University of Alabama

Karen Marrero

Ponce School of Medicine
Mentor: Susan Taylor, MD
Mentorship Location: Society Hill Dermatology

Anna Monroe

University of Mississippi Medical Center
Mentor: Cheryl Barnes, MD
Mentorship Location: Medical College of Georgia

Christine Palmer

Medical College of Wisconsin
Mentor: Timothy Johnson, MD
Mentorship Location: University of Michigan

Georgann Poulos

Northeastern Ohio Universities College of Medicine
Mentor: Jonelle McDonnell, MD
Mentorship Location: Cleveland Clinic

Lena S. Samuel

UMDNJ-Robert Wood Johnson
Mentor: Pearl Grimes, MD
Mentorship Location: The Vitiligo and Pigmentation Institute

Jennifer Tsoi

Albany Medical College
Mentor: TBA
Mentorship Location: University of Colorado Health Sciences Center

2006 Application Deadline

December 31, 2005

Funding to be awarded by

March, 2006

WDS Sponsoring New Career Development Award

In 2004, at a Women's Dermatologic Society (WDS) board leadership retreat held in Toronto, Canada, several strategic ideas emerged including a commitment to volunteerism and public education, as well as support of research in the area of women's health. At the time, WDS was preparing to celebrate its 30th birthday and there was a sentiment, led by then President **Dr. Sandra Read**, that the WDS needed to expand its mission to include a service component, as it reached the equivalent of adulthood.

Soon thereafter, **Dr. Lenore Kakita**, a Past President of the WDS, happened to be at a meeting where **Dr. Jim Leyden**, **Christy DeSantis** (of Unilever), and **Philippe Harousseau** (of Unilever) were in attendance. Lenore, always having the WDS foremost in her heart and mind, approached Christy and Philippe and asked if Unilever would be interested in working with the WDS in sponsoring a research grant in the area of women's health. They immediately gave their support. A Task Force was convened to develop the focus of the grant. Its members included **Drs. Jean Bolognia**, **Pearl Grimes**, **Lenore Kakita**, **Barbara Mathes**, **Elizabeth McBurney**, **Joyce Rico** and **Patricia Walker**.

The group decided it made the best sense to administer the award through the Dermatology Foundation, given its reputation and use of the NIH model. The committee members decided to focus on a Career Development Award (CDA) as the DF's CDA provides \$55,000/year for up to three (3) years and is designed to build research and teaching careers in medical and surgical dermatology.

For the Women's Dermatologic Society, the results of this cooperation to create the **DF Women's Health Career**



Dermatology Foundation Ally in Shaping Dermatology's Future

Partnering with the Dermatology Foundation (DF) to shape the future of medical and surgical dermatology are a wide range of dermatology groups at the national level. The most recent to step forward is the Women's Dermatologic Society (WDS) which is sponsoring the newest multi-year research award starting in 2006.

Development Award holds promise for achieving progress in the diagnosis and treatment of disorders such as lupus and scleroderma that primarily affect women as well as in understanding the impact of hormones and the environment on the skin.

From the Dermatology Foundation's view point, these cooperative ventures highlight the great strengths within the specialty, as noted by DF **President Bruce U. Wintroub, MD**: "Working together with the specialty societies, the potential for uncovering answers and treatments through research which benefits our patients is maximized, whether they are women with gender-specific medical diseases like scleroderma, children and their families coping with atopic dermatitis, the millions afflicted by psoriasis, or patients needing surgical care — and all the others in between — our patients deserve nothing less than our determination to improve their lives."

"This joint-venture investment strategy between the Dermatology Foundation and all of its partners "allows us to shape the future of dermatology — good for every dermatologist and good for every patient seeking excellence in dermatologic care," Dr. Wintroub concluded.

For more information on this and other categories of multi-year research funding, including the Physician Scientist, Medical Dermatology, and Psoriasis Career Development Awards and the Clinical Career Development Awards in Surgery and Health Care Policy, go to www.dermatologyfoundation.org.

Important Deadlines

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

Medical Student Awareness Grants – application deadline December 31. Funding awarded by March 1.

Membership – applications for membership received throughout the year for bi-annual review by the Membership Committee. Applications received by June 30 will be considered by the Board of Directors at their July 24 meeting in Chicago, IL.

International Travel Award Grants – application deadline October 1, 2005.

Mentorship Award Grants – application deadline November 1, 2005 for experiences taking place after March 1, 2006.

How to Survive Making a Mistake

Making mistakes. We all do it. “To err is human.” I personally don’t seem to have any problem making mistakes. My stumbling block comes later, when I’m faced with what to do after that lapse in judgment. Now that is the real problem. And in my four years of residency training, this was one of the most difficult lessons to learn.



BY MICHELLE SPENNY, MD

As physicians we are fortunate to work in an altruistic profession where we do good deeds every day. Because of our humanitarian goals, we work hard to minimize mistakes and strive for perfection in our work. I frequently find myself trying to convince my husband that my obsessive-compulsive tendencies are actually beneficial at the office. We check and double check dosing calculations and we practice procedures to perfection. We analyze new data carefully before advising patients. Our desire for perfection stems from our goal of delivering good patient care.

But what happens when we goof, when we are human and actually make a mistake? Because of our perfectionist tendencies, making a mistake can be a very difficult obstacle to overcome. We swore an oath to do no harm, and our profession takes it very seriously when errors happen. A search of editorials in PubMed on “med-

Editor’s note: This corner of the newsletter is devoted to articles submitted by our resident members. We are currently seeking submissions for future issues, so please send yours to: wds@womensderm.org.

ical mistakes” yields 715 citations. Most of these articles relate to the medical-legal aspects of mistakes made by doctors with confidentiality and patient safety at the forefront. These concerns are legitimate as we strive to improve patient care. However, we are still a profession of human beings who occasionally err, therefore medical mistakes will happen. The less-considered issue is what to do about the mistake once it has occurred.

Recently I was confronted with just such a challenge when dealing with a mistake of my own. It became obvious that there are some important steps one needs to take after a mistake occurs in order to do right by your patient, your profession, and also yourself. Here are some tips from my experience.

First, don’t feel alone. Everybody makes mistakes — just ask. I discovered this truth as I was discussing my error with a circle of close medical confidants. On every level, people I admire passed on personal stories of poor judgment which was unexpectedly comforting.

Own your mistake. When you figure out what happened and how things went awry, tell the appropriate person, usually a trusted supervisor. Do not try to carry that weight on your own. In a culture and profession driven to perfection, admitting to one’s mistakes is not easy, but it is a very

therapeutic step. Your supervisors can help you understand how it happened. They can also help you move to the next phase of turning that negative event into a positive one.

Learn from your mistake. You will spend a lot of time mulling over the episode, wondering how you should have acted differently.

There comes a time to let that go. Instead immerse yourself in studying the topic. Practice that particular procedure or skill. Think about what systems changes could prevent such a mistake in the future. Assure yourself that it will not happen again, if you can help it.

Encourage others to be candid with their errors. We need to foster a feeling of camaraderie in our field. We tend to look the other way and breath a sigh of relief at close calls and near misses. Worse yet is our tendency to point fingers and assign blame when more significant errors happen. At times we are as harsh on ourselves as is the media and general public.

How can we better our delivery of medical care when we are afraid to be open in reporting the errors we know are going to occasionally happen? Our system needs to change.

Lastly, forgive yourself. This may, in fact, be the hardest lesson. You are only human and despite the quest for perfection, humans make mistakes. Exemplary doctors know that they are not alone, they acknowledge when they are wrong, and they learn from their mistakes.

You are in good company and have chosen a wonderful profession which rewards you with the good feeling that comes from helping others. When, not if, you make a mistake, look at it, learn from it, and let it go. By compiling these tips, I hope to have done just that.

WISDOM Conference Brings Renewed Energy and Strategies

By Megan Bogart, MD

(current 2nd year at UVA), and Amalie Derdeyn, MD (current 1st year at UVA).

The Women's Dermatologic Society made a strong mark at the 13th Annual Women in Science, Dentistry, Osteopathy, and Medicine (WISDOM) Pathways to Leadership Conference held in Richmond, VA on March 4, 2005. The conference is held annually and is hosted by the three Virginia medical schools. This year's conference was an experience in leadership, mentorship, humor and friendship.

The key note address, given by Dr. Molly Carnes of the University of Wisconsin, was entitled "Women in the World of Medicine: What's Holding Us Back?" Dr. Carnes examined why women in medicine do not achieve positions of leadership at the same rate as their male counterparts. She stated that while sexist discrimination was previously measured in "deeds done," it now manifests as "deeds undone: collaborations not offered, acknowledgements unvoiced, introductions not made, opportunities withheld..." Dr. Carnes concluded by stating that to have equal opportunity to succeed we need "individual, intentional behavioral change (to lead to) institutional transformation."

Dr. Regina Barreca*, the afternoon's keynote speaker, is a professor of English literature at the University of Connecticut and the author of several books on feminism and humor. Her fantastically funny presentation utilized wit to demonstrate that women should welcome humor as a "way to understand and change the world." She writes: "The freedom that laughter echoes and hints at is the freedom to embrace pleasure, perspective, and suc-



WDS Members Dr. Amalie Derdeyn and Dr. Megan Bogart attended the WISDOM conference together.

cess." Her message is that we, as women, should enjoy humor as an integral part of our professional realm.

"The freedom that laughter echoes and hints at is the freedom to embrace pleasure, perspective, and success."

Throughout the day, break-out sessions included topics such as: Owing your Own Practice, Effective Negotiation, Choosing and Negotiating that First Job, and Healing the Strained Relationships between Female Doctors and Staff. Drs. Sandra Read and Janet Hickman lead a session entitled "Mentoring: The Women's Dermatological Society's Experience." Dr. Hickman highlighted in the mentorship session that the previously

mentioned 'deeds undone' - collaborations, acknowledgments, introductions, and opportunities can all be provided by mentorship. Dr. Read feels that women who have been mentored often feel that "mentorship is an obligation" to share with others. The WDS mentorship program serves as a model for other groups to emulate.

The conference provided the attendees with renewed energy, a sense of strength, and strategies to lead more effectively. Dr. Carnes so eloquently stated that "there was a time when women's voices were not heard. Now is an exciting time- we have reached a critical mass of women in leadership positions, so that if we work together, not only will we be heard, but we will create a symphony of positive, healthy changes throughout the world."

**Editor's Note: Dr. Barreca is a scheduled speaker at the WDS Renewal Retreat on June 24, 2006 at the St. Julien Hotel in Boulder, CO.*

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RESIDENT'S SPOTLIGHT

WDS Members Devote Time to Free Clinic

By Jodi Ganz, MD

I am told that patients request me as “that short girl with the dark curly hair.” At the Charlottesville Free Clinic, where I volunteer my dermatology services once a month, formality is not what’s important.

I started volunteering at the Free Clinic as a first year dermatology resident. Community service has always been an important part of my life, and I jumped at the opportunity to volunteer when my attending physician mentioned it. I figured I would be helping with basic services around the clinic: helping people fill out forms, explaining medicines, etc. From my first day, however, I soon realized I was “The Doctor.”

It is a momentous day when a resident realizes she is now more than just a student. She has skills and expertise that may benefit others; she can give back for all of the teaching she has received. I came to this realization through my work at the Free Clinic.

At the Clinic, we see patients who would otherwise slip through the cracks of our healthcare system. These are the people who have a job, but are without healthcare benefits: the “working poor.”

They make too much money to receive Medicaid or qualify for free care at the University Hospital, but not enough to go to a \$200 doctor’s visit or pay for their prescription medicines.

The Charlottesville Free Clinic is open five nights a week to fill the void for these patients,

providing them with free office visits and medicines.

In dermatology, I see mostly the bread-and-butter cases. Warts, acne, psoriasis. But no case at the Free Clinic is truly easy. How do you treat full-body psoriasis when all you have on the formulary is mid-potency steroid cream? How do you treat a mosaic wart on the plantar foot with only liquid nitrogen? At the Free Clinic I have learned the true definition of “doctoring.” I have had to get creative with my treatment plans (e.g.



Jodi Ganz, MD (second from the left) and fellow WDS member Megan Bogart (on right) with the staff of the Charlottesville Free Clinic.

for psoriasis, mix up the steroid cream with vegetable oil to make it spread more easily and last longer), and I have had to earn the trust of my patients. I am all they have.

After three years, I have seen many of my patients back each month on an ongoing basis. The psoriasis may be slightly improving, but I am proud of the initiative to follow-up on their health.

What makes me most proud, however, is when they are able to get healthcare benefits and no longer need the Free Clinic. A number of my patients from the Clinic have transitioned into seeing me at the University Clinic. I am still that “doctor with the dark curly hair,” but I am now their doctor. That makes them proud.

Close Encounter With WDS

Manila, Philippines

How can I forget? Seven years ago, I chaired the scientific committee of the joint meeting of the Philippine Society of Cutaneous Medicine and the Philippine Dermatological Society.



BY EVANGELINE B. HANDOG, MD, FPDS

Professor Jean Bologna's name came up with six other international speakers. It was her first trip to the Philippines, which was celebrating its Centennial year.

Before I knew it, I was corresponding with her, listening to her lectures and eventually exchanging e-mails on quite a regular basis.

She argues with much gusto when it comes to new theories, but she can explain with ease things that seem to be deep and complicated. It was a delight watching her trade scholarly discourse or plan an event. Her persuasive ways are definitely cunning.

She agreed to show me Yale Medical School the next summer. She invited me to talk about Philippine Dermatology during the WDS International Retreat in Paris and to direct a Focus session at the 63rd AAD Annual Convention in New Orleans. She invited me to be part of the WDS editorial board as well. These are wonderful experiences I will always treasure.

Jean brings me along to the WDS Networking Receptions to meet many charming, intelligent and accomplished ladies. These are great opportunities to develop new acquaintances, thereby expanding my horizons.

Another lady dear to my heart is

Marianne O'Donoghue, MD. She will always be an icon to many of us, gorgeous, fit, beautiful, intelligent and loving. She said "Yes" to coming to Manila to lecture before I could ask her. (She actually came twice.) Of course, Jean had something to do with this. During her term as WDS President, Marianne asked me to join the International Affairs Committee. I was flattered.

If WDS's mission statement of providing a forum for developing relationships is underscored in these experiences, then it is a *fait accompli*!

The gentle and genteel **Janet Cheng, MD** of Mayo Clinic (Jacksonville) is really special as she has her roots in Cebu, Philippines. When we met in Paris during the WDS Retreat, it was as if we had known each other for years. When asked to lecture in Manila, she brought her whole family (husband, daughter and parents). Her dedication to her family is unparalleled. Her thoughtfulness and penmanship are exceptional.

Meeting **Marcia Ramos-e Silva, MD** was something else. I met her when she organized the Cosmetic Dermatology meeting in Rio de Janeiro. My friends and I found attending the meeting more of an excuse to appreciate Rio's attractive people and picturesque sceneries. Marcia's benevolent ways saw to it that we enjoyed every minute of our stay in Rio. When we bump into each other (in Barcelona, in

Washington DC, in Singapore, in New Orleans), the inimitable Marcia is all smiles (as if coming from South America is all fun.)

I met **Rekha Sheth, MD** of Mumbai, India by chance during the WDS networking reception in Washington, DC. We saw each other again in Barcelona during the 2003 EADV. There she invited me to come to India to be part of the convention she was organizing. Aside from the memories of exotic India, taking home so many *pashminas* was a treat for me and my friends.

What do these ladies have in common? Jean, Marianne, Janet, Marcia, Rekha and many more have my great respect and admiration. In addition, they all belong to WDS! If WDS's mission statement of providing a forum for developing relationships is underscored in these experiences, then it is a *fait accompli*! Thank you WDS for the wonderful solidarity and the international friendship. Continue to shine! Roses and more to WDS!

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Women Are Powerful Force for Charities

by *Suzanne E. Coffman*

Women approach charitable giving differently from men. Then again, maybe they don't.

Women give to education, women-related groups, and the arts. No, it's men who give more to the arts and humanities. Women give to education, medicine, and science.

Examining the state of women's philanthropy leads one to contradictory conclusions.

One thing, however, is clear: women have become an influential force in the nonprofit world.

Women's Approach to Philanthropy

The National Foundation for Women Business Owners released the results of a survey on the charitable practices of almost 400 prominent American businesswomen. More than half of the women surveyed donate \$25,000 or more a year to charity, and 19 percent give \$100,000 or more a year. More than half also volunteer.

The majority (54 percent) makes philanthropic decisions without consulting someone else. Even more (86 percent) cited a charity's mission and efficiency as key factors in their giving decisions. More than half wish to feel an emotional connection to the charities they support, and most of the participants want the organization to keep them informed about its activities.

Kay Sprinkel Grace, a San Francisco consultant to nonprofit groups, agrees that issues are important to female donors. "Women philanthropists," she told the *Santa Fe New Mexican*, "... want to see change. They see change in terms of fundamental issues. So they go from institution to institution, searching for one that deals with their issue."

Sprinkel also concurs that women want

emotional ties to the charities they support. "Studies out of UCLA about women philanthropists, which have been going on for nearly a decade, show that women philanthropists as a rule get involved (with an organization) before they make a gift. Then they will make a large gift and stay involved."

Time Magazine reached similar conclusions. "Women," it reported in May 1999,

More than half of the American businesswomen surveyed donate \$25,000 or more a year to charity, and 19 percent give \$100,000 or more a year. More than half also volunteer.

"are demanding more attention to their favorite causes and more influence over exactly how their donations are spent. Gone are the days when women's philanthropy referred only to sweet dears who ran the school auction or gussied up for a charity ball."

Trish Jackson, education vice president of the Council for the Advancement and Support of Education, goes further in her assessment. "Men like to be involved in the institutions they support," she told the *Richmond Times-Dispatch*. "Women demand it. ... Men and women approach philanthropic decisions differently."

The University of Tennessee Alliance of Women Philanthropists also maintains that male and female philanthropists differ. For one thing, more women than men

give to charity. In 1996, the Alliance states, 71 percent of women gave to nonprofit organizations, compared to 65 percent of men. Women also gave a larger portion of their income to philanthropy; although as a group women earned 75 percent of men's total income, women's overall contribution to charity was 93 percent of men's.

"Women and Philanthropy: Sharing the Wealth," a study released in May 1999 by the PBS television series *To the Contrary*, cites similar figures. In 1993, 76 percent of women said they gave to charity, whereas 70 percent of men reported contributions.

The study reached different conclusions about women's and men's giving habits, however. A poll of 1,000 voters revealed that "both men and women believe that helping to address an issue is the most compelling reason to give money," and that "men are more likely than women to also be concerned about their involvement in the group and the group's financial accountability."

Robert Sweeney, development vice president at the University of Virginia, believes that age, not sex, governs philanthropic behavior. "It's really a generational issue," he said in an interview with the *Richmond Times-Dispatch*. "As corporate and entrepreneurial women come into prominence they tend to respond much more like men in their giving."

People in the 20- to 40-year-old age bracket, Sweeney explains, "see themselves as much more empowered. They don't look at the artificial segmentation we [fundraisers] try to place on them — law benefactors or business benefactors. They're much more issue-oriented and integrated in their thinking. They tend to be interested in specific things: peace and

Continued on page 14

Charities

Continued from page 11

justice issues, quality of life issues, technology.”

What Women Support

Which charities women support is equally open to question.

More than half of the participants surveyed by the National Foundation for Women Business Owners identified education as one of the top three causes they support, followed by women-related groups and the arts. Other beneficiaries were health-related charities, religious organizations, youth-related groups, social and human services, local community service groups, political organizations, and environmental issues.

The University of Tennessee Alliance of Women Philanthropists, however, maintains that women tend to bequeath money to educational, scientific, and medical organizations. Men, the Alliance asserts, are more inclined to leave money to the arts and the humanities.

According to the *Fort Worth Star-Telegram*, women want to be part of new initiatives. Andrea Kaminski, executive director of the Women's Philanthropy Institute, agrees. Citing *Reinventing Fundraising*, by Sondra Shaw and Martha Taylor, Kaminski explains, “Women frequently give money to launch programs and to those they view as bringing about social change.” Men, on the other hand, “tend to give more out of organizational loyalty and to support the status quo at their alma maters.”

Evidence also indicates that women are creating their own version of philanthropy. Knight Ridder/Tribune News Service identified “a growing number of successful, corporate women who are rebelling against the conventional notions of philanthropy in America.”

The article continues, “These pragmatic women have no interest in supporting ideology, in giving to ivy-covered institu-

tions or funding causes favored by men. Their goal is to energize women to be big winners in America's corporate and political cultures.”

Consensus

Although opinions diverge on how and to whom women give, there is nearly universal agreement on one point: women play a key role in philanthropy.

That role has increased dramatically. Whereas in 1979 there were only 5 charitable funds that had been established by and were run entirely by women, today there are nearly 100. Women are also giving larger gifts to charity than they have in the past.

It appears that women's importance as donors will continue. Last year, women controlled more than half of the personal wealth in the United States, and the evidence indicates that they will make and inherit additional wealth in the near future. Organizations such as the Women's Philanthropy Institute are working to teach women about philanthropy and to help nonprofit organizations reach female donors.

Women have also assumed a more prominent place within the nonprofit sector itself. The Council on Foundations reports that women headed slightly more than one-quarter of the foundations in the country in 1982. By 1999, that figure had risen to 52 percent. The number of women who held program officer positions at foundations also increased during this period, from 51 percent in 1982 to 70 percent in 1999.

Last year, women headed up to three-quarters of the corporate giving programs in Massachusetts. And according to the *Times-Picayune*, women make up an increasing majority of the Association of Fundraising Professionals (AFP).

There is every reason to believe that women's influence in philanthropy will continue to grow as the twenty-first century unfolds.

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Suzanne E. Coffman

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Welcome to the WDS! You are now part of a growing and vibrant association of more than 1,200 members from around the world. 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. You can volunteer on-line for any one of 25 committees/ task forces or do so by calling 877-WDS-ROSE (877-937-7673).

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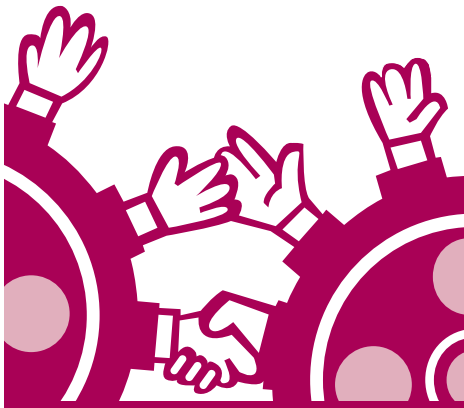
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Women's Dermatologic Society encourages members to host local receptions either in a private home or at a nearby venue. Applicants must fill out the form below and submit it for approval by the Networking Committee. Please allow up to sixteen (16) weeks prior to the planned event for approval and promotion of the event to occur.

These events are intended to be informal, however guest speakers may be invited. For more information, contact the WDS office at 1-877-WDS-ROSE or wds@womensderm.org - we are eager to hear from you if you are interested in hosting an event in your area!

Name of Host(s): _____

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Proposed Date of Reception: _____

Proposed Time of Reception: _____ to _____

Will a visiting WDS member be in attendance? Yes No

If so, who is that member? _____

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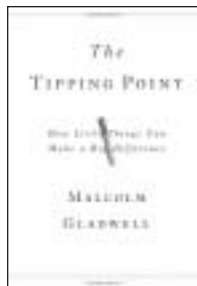
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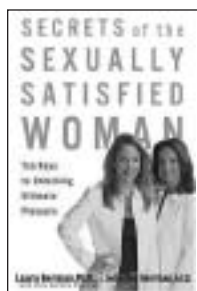
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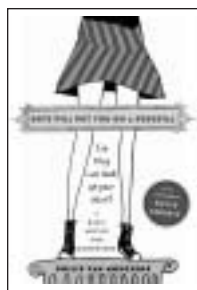
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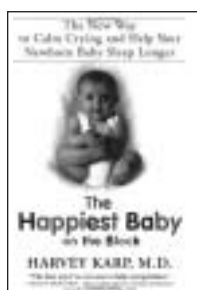
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Recommended by Margaret E. Parsons, MD

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Event details posted at www.womensderm.org where you can also RSVP on-line.

JULY 22

Chicago, IL
AAD Summer Meeting
WDS Networking Reception at the Union League Club in Chicago
6:00-9:00 pm

JULY 22-24

Chicago, IL
WDS Center Hospitality Suite open to all.
Hyatt Regency Chicago, Stetson E Room
9:00 am-5:00 pm

JULY 24

Minneapolis, MN
WDS Networking Event

AUGUST 1-7

Minneapolis, MN
The WDS Service Committee is planning to conduct screenings and educational activities during the week of the 3M Championship Golf Tournament. Local volunteers are needed.

AUGUST 11

Vancouver, BC, Canada
WDS Networking Reception at The Pacific Dermatologic Association’s 57th Annual Meeting at the Westin Bayshore Hotel & Marina, The President Room
5:30-7:00 pm

AUGUST 19-21

Portland, Oregon
Safeway Classic LPGA Tournament “WDS Play Safe in

the Sun at LPGA.” Dr. Karen Vigeland and Dr. Kristin Stevens are co-chairing the event. Local volunteers are needed to assist in the exhibit booth with screenings.

SEPTEMBER 10

Santa Barbara, CA
WDS Networking Reception at the California Society of Dermatology and Dermatologic Surgery 2005 Annual Meeting at the Fess Parker’s Doubletree Resort, Reagan Room
5:00-7:30 pm

OCTOBER 13

London, England
WDS Networking Reception at the EADV meeting at The Crowne Plaza London Docklands Hotel, Meeting Success Lounge.
5:00-6:30 pm

OCTOBER 27

Atlanta, GA
WDS Practice Enhancement Reception at the office of Dr. Rutledge Forney
7:00-9:00 pm

OCTOBER 29

Atlanta, GA
WDS/ASDS Women Derm Surgeons Networking luncheon at the ASDS meeting at the Hyatt Regency Atlanta Regency Ballroom V.
Noon-1:00 pm

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WDS Annual Meeting Luncheon, San Francisco Marriott
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Boulder, Colorado

Reserve Your Room Now! Call 800-323-7500

Join friends and colleagues in beautiful Boulder, Colorado for the **WDS Member Renewal Retreat**. This weekend get-away for personal renewal is where you can improve your communications skills, learn line dancing, cook with a gourmet chef, enjoy a spa visit, take a hike, bike ride...or just kick back.

It's all up to you and for you!

REGISTRATION FEE: \$350 per person

HOTEL ROOM RATE: \$205 per night

RSVP to WDS at 415-927-5727

Schedule of Activities

Friday, June 23, 2006

- 8 a.m. - 2 p.m. WDS Leadership Retreat & Luncheon (by invitation)
- 2 p.m. - 5 p.m. Free time for relaxation
- 5:30 p.m. Reception (& retreat partner assignments)
- 6:00 p.m. Dinner (& retreat partner introductions)
- 8:00 p.m. Sing-A-Long
- 10:30 p.m. Raid the Kitchen (for late night munchies)

Saturday, June 24, 2006

- 6:30 a.m. Pilates Class
- 8:00 a.m. Breakfast
- 9:00 a.m. "Women's Strategic Use of Humor"
Speaker: Regina Barreca, Author (see page 9)
- Noon Lunch
- 2:00 p.m. Afternoon activities (choose one)
 - Afternoon Tea / Featuring speaker from Celestial Seasonings
 - Nature Hike (easy guided trail)
 - Mountain Hike (put on your hiking shoes for a rigorous workout!)
 - Take the free time for a spa treatment!
- 5:00 p.m. Wine Reception (cooking team assignments)
- 6:00 p.m. WDS Cooking School (teams prepare dinner w/hotel chef)
- 9:30 p.m. Book Club (it's a pajama party...wear your bath robe and slippers)

Sunday, June 25, 2006

- 6:30 a.m. Pilates Class
- 8:00 a.m. Breakfast
- 9:00 a.m. "Preparing Your Public

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

Thursday, October 27, 2005.

*The reception will be graciously hosted by
Dr. Rutledge Forney*

*Dermatology Affiliates
107 West Paces Ferry Rd.
Atlanta, Georgia
7:00 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
575 Market Street, Suite 2125
San Francisco, California 94105.

If you have any questions,
please contact Margaret Wong at 1-877-WDS-ROSE.
Please respond by October 17, 2005.

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 Women's Dermatologic Society and American Society for Dermatologic
Surgery invite you to the third annual networking luncheon honoring

Women Dermatologic Surgeons
on Saturday, October 29 at 12:00 Noon
in the Regency Ballroom
at the
Hyatt Regency Atlanta Hotel
265 Peachtree Street NE, Atlanta, Georgia.

Attire: Business Casual

Seating is limited. RSVP today!

Ticket Price: \$25

This event is graciously sponsored by Ferndale Laboratories, Inc.
and organized by the WDS/ASDS Joint Committee of Women Dermatologic Surgeons.
For more information, please call 1-877-WDS-ROSE or logon to www.womensderm.org.



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575 Market St., Suite 2125
San Francisco, CA 94105

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NEWS & NEWSMAKERS

Evangeline B. Handog, MD, is now the Vice-Chair of the Asian Hospital and Medical Center in Muntinlupa City. She has been appointed Chair of the Research Committee and the Editor-in-chief of the Asian Derm Gazette as well.

Tina Alster, MD, established an endowment at Duke University to support four women annually who wish to pursue a career in medicine. The award is based on academic and community achievements.

At the University of California, San

*Compiled by Navjeet Sidhu-Malik, MD
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Francisco (UCSF) "Derm Prom," that celebrates the graduating dermatology residents, the residents in turn recognize faculty members who have played key roles in their training. This year, **Peggy Crawford, MD**, received the award for Outstanding Community Faculty Member. During the presentation, the residents commented how they looked forward to the days when Dr. Crawford was an attending because of the

depth of her clinical expertise that is combined with her compassion for patients. This recognition is particularly significant because of UCSF's outstanding clinical faculty and because this is the second year that Dr. Crawford has been so honored.

On the Scene at SID

On Friday, May 6, a WDS Networking Reception was held at the annual Society for Investigative Dermatology meeting in St. Louis, Missouri. It was very well attended and the attendees ranged from young medical students interested in dermatology and dermatologic research to slightly older professors. In fact, almost one-third of the attendees were medical students, many of whom were attending the conference for the first time. The WDS members in attendance demonstrated their well-developed networking skills, with each personally greeting as many residents and students as possible. Although the reception was scheduled to end at 7 p.m., there were a number of students and residents still chatting well into the evening.

In Memoriam:

WDS mourns the loss of **Kathleen Adair, MD**, who recently died of ovarian cancer. Kathleen was a founder of the California Society of Dermatology and Dermatologic Surgery. She will be missed.



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

E-mail: wds@womensderm.org

Web Site: www.womensderm.org

Jean Bolognia, MD, *President*

Kathryn 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.