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Families Play Safe in the Sun Campaign Launched!

Boston and Minneapolis were first two cities



ABOVE
The Families Play Safe in the Sun events feature coloring contests, sun safety quizzes, DermaScans, UV Photos and more.



LEFT
Dr. Suzanne Connolly, Chair of the WDS Service Committee, applies sunscreen to a child at the "Families Play Safe in the Sun" event in Boston in June.

The newly launched "WDS Families Play Safe in the Sun" campaign is designed to provide skin health awareness and education to young families and to promote sun safety. This campaign is designed to mobilize WDS members to reach out into the communities in which they live in a concerted effort to help prevent skin cancer and promote sun safety in diverse populations.

The Women's Dermatologic Society is providing a wide range of educational and outreach programs including free skin cancer screenings, coordinated with major community events and educational exhibits. Future school and organizational programs are in progress, and a series of sun safety community forums and events will be conducted in 15 cities across the U.S. over the next three years.

This community outreach program is overseen by the WDS Foundation, which is the recipient of a \$1 million grant from the 3M Foundation. The WDS Service Committee is responsible for the implementation of the program. The Committee, chaired by **Dr. Suzanne Connolly**, identified existing resources from many organizations and chose to serve as the "messengers" of the best of



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PLAY SAFE IN THE SUN

Play Safe in the Sun

Continued from page 1

those resources. In addition to the Service Committee, local volunteers, mostly WDS members, handle the various events in their own communities.

Our Goals:

- To identify a community forum/family-oriented event
- To create a fun and engaging exhibit to distribute educational material on sun safety
- To conduct skin cancer screenings
- To promote school-based education through the SunWise Program

Guidelines:

- Screenings are conducted by Board-Certified/Eligible Dermatologists licensed in that state
- Standard screening forms provided by the American Academy of Dermatology are utilized

Results from first two cities (Boston and Minneapolis):

- 45 volunteers donated their time
(WDS members and members of the Dermatology Nurses Association)
- 200 volunteer hours logged
- 14,000 sunscreen samples distributed
- 5,000 educational brochures distributed
- 800 DermaScans conducted
- 520 UV photos taken
- 428 skin cancer screenings done
- 135 coloring contest submissions
- 5 radio and TV interviews conducted
- 2 mayoral proclamations given
- 46 schools signed up for EPA SunWise Program

Assessment

- WDS is in the process of developing further tools to assess the impact of our efforts
- The WDS Service Committee is continuing to pursue methods of promoting in-school education about sun safety

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The Boston team of volunteers gathered at the New England Aquarium for a community forum on sun safety.



The WDS Service Committee selected and created educational materials and products to be used in the campaign.



The mayors of Boston and Minneapolis proclaimed "Families Play Safe in the Sun" days.



Volunteers at the first "Families Play Safe in the Sun" event gather under their tent and show off their sun-safe clothing.

Play Safe in the Sun

Continued from page 2

Here's What Took Place in Boston:

Thursday, June 30, 2005 marked the launch of the "Families Play Safe in the Sun" campaign in Boston, MA. The Mayor of Boston proclaimed the day as the official "Families Play Safe in the Sun" Day. The WDS coordinated a group of dermatologists and dermatology nurses to volunteer their time at various events over a three-day period to serve as "messengers" of sun safety education.

The first event began at 9:30 a.m. and continued to 3 p.m. in the City Hall Plaza for Boston's Annual Harborfest "Children's Day." A 16' x 16' booth was set-up to educate the public on sun safety and good skin health practices.

Booth activities included a coloring contest for children; photo-damage assessment via use of an ultraviolet camera and a DermaScan unit; educational brochures on skin cancer, and sun safety resources; samples of sunscreens, colorful 3M bandages and other materials; and a sun safety quiz for children and their parents.

On the evening of June 30, skin cancer screenings were conducted at the New England Aquarium for all its staff and Board Members.

Thirty-five people were screened during this event. A "Dive Deeper into Sun Safety" reception and Sun Safety Forum took place shortly after the skin cancer screenings at 6 p.m.

Presentations were made by **Jean Bolognia, MD, Suzanne Connolly, MD,** and **Karen Rothman, MD** (who spoke about the Westborough example of Sun Safety in Schools). Local dermatologists were designated "Captains" of roundtable discussions that took place on the topic of "Future Opportunities for Sun Safety Education within and around the Boston area." These included **Alexandra Boer Kimball, MD, Karen McKoy, MD,**



Dr. Maria Hordinsky and Cathy Boeck, RN, President of the Dermatology Nurses Association, at the Families Play Safe in the Sun event.

Karen Rothman, MD, and Lynne Goldberg, MD. Among community leaders who attended were: **Ranch C. Kimball,** Secretary of Economic Development for the State of Massachusetts; **Alison O'Leary Murray,** *Boston Parents* magazine, **Sally Fogerty,** Associate Commissioner of Public Health, Ellen Powers, Shade Foundation representative and Sara Walsh, Mayor's Youthline. Ideas were reviewed at the conclusion of the evening with reports given by each table captain.

On Friday, July 1, 2005, an appreciation dinner was held for all "Families Play Safe in the Sun" volunteers.

This dinner allowed the Boston volunteers to discuss further opportunities for sun safety education and community outreach within the region and to volunteer for future Adopt-A-School or group programs.

On Saturday, July 2, 2005, the educational exhibit was displayed near the Harbor Walkway adjacent to the New England Aquarium's gift shop in a high-traffic area. Two 10 x 10 booths were set

Continued on page 4

Volunteers in Boston:

Sonia Batra, MD, MPH
 Jennifer Berger, BS, MA
 Jean Bolognia, MD
 Michelle Bush, MD
 Suzanne Connolly, MD
 Joan H. Faulkner
 Maura Flynn, RN
 Deb Girard, RN
 Lynne Goldberg, MD, MPH
 Janet Hickman, MD
 Alexandra Boer Kimball, MD, MPH
 Margaret Lee-Bellantoni, MD
 Cynthia Louko, RN
 Jennifer Lynn, RN
 Maryellen Maguire-Eisen, RN
 Lynette Margesson, MD
 Karen McKoy, MD
 Suzanne Mosher, MD
 Karla Munoz, MD
 Karen Nolan, RN, MS, FNP-C
 Suzanne Olbricht, MD
 Karen Rothman, MD
 Sandy Tsao, MD
 Abby Van Voorhees, MD
 Winona Wong, MD, PhD
 Priya Zeikus, MD

Play Safe in the Sun

Continued from page 3

up and included activities similar to those conducted at the Thursday booth event.

Here's What Took Place in Minneapolis...

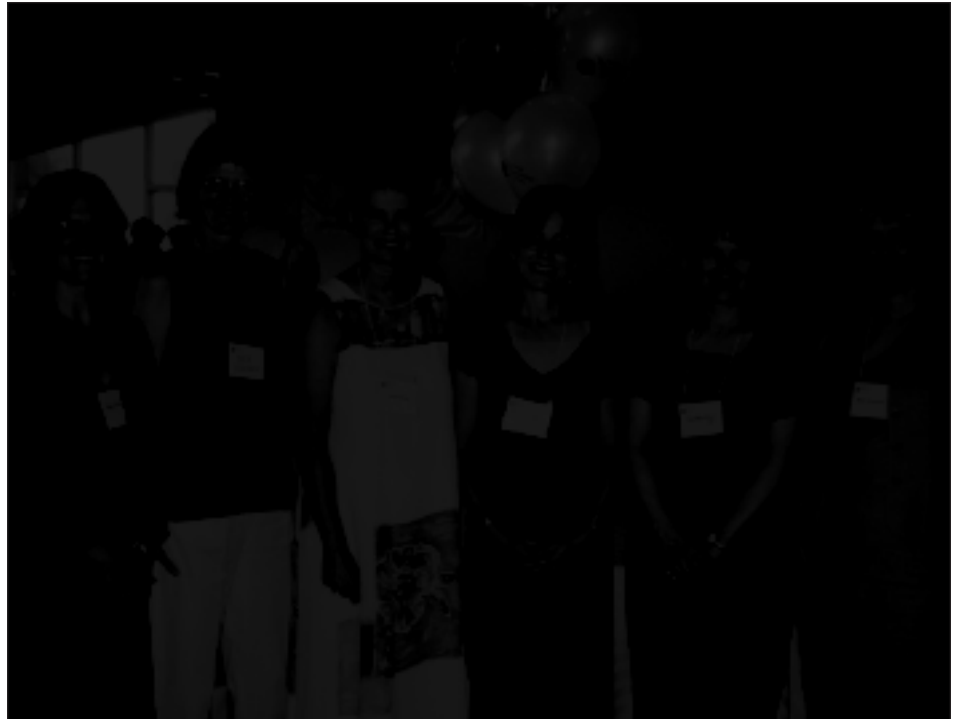
Thursday, August 4, 2005 marked the launch of the second city to be visited by the "Families Play Safe in the Sun" campaign: Minneapolis, MN. **R.T. Rybak**, Mayor of the City of Minneapolis declared August 6, 2005, the official "Families Play Safe in the Sun" Day. Local members of the WDS and nurses from the Dermatology Nurses Association volunteered their time at various events over a three-day period.

On the evening of August 4, a "Close-Up on Sun Safety" reception and Community Forum took place at 6 p.m. Presentations were made by **Suzanne Connolly, MD, Host Maria Hordinsky, MD, and Julie Seim Cronk, MD.** Minnesota dermatologists who were designated "Captains" of roundtable discussions of future opportunities for sun safety education in the region included co-Host **Kathleen Hectorne, MD, Erin Warshaw, MD, Bertha Lin, MD, Julie Seim Cronk, MD** and **Lynn Glesne, MD.** Some of the community leaders who attended: **Sally Lederer, MELSA** and **Raymond Yu, St. Paul Unified School District.**

The first Sun Safety educational outreach booth event began Friday, August 5 from 10 a.m. to 4 p.m. at the TPC Golf Course in Blaine, MN, in conjunction with the 3M Championship PGA Tournament.

Information provided included educational brochures, sunscreen samples and photo-damage assessment by a UV camera and a DermaScan unit.

On Saturday, August 6, 2005, the educational exhibition booth was set-up to attract families attending the Walker Art



Minnesota Hosts "Families Play Safe in the Sun" campaign with support from the Dermatology Nurses Association. Pictured are: Angie Meillur, RN; Deb Warren, RN; Cathy Boeck, RN; Cynthia Hanson, RN; Rose Marie Klein, RN; and Maria Hordinsky, MD.

Center's "Free First Saturday" event over the weekend. This booth was located at the Walker Art Center in the Sculpture Garden next to the parking lot in a very high-traffic area. A 16' x 16' booth was set up to educate the public on sun safety and good skin health practices.

Booth activities included a coloring contest for children, DermaScan assessment of photodamage, sunscreen samples, bandages, a sun safety quiz, and distribution of educational brochures, UV-sensitive bracelets, frisbees, "I'm a Sun Safe Kid" T-shirts, boxes of SunGuard, WDS Families Play Safe in the Sun balloons with Sun Safety tagline and various other giveaway products.

Skin cancer screenings took place at the TPC Golf Course in conjunction with the 3M Championship PGA Tournament from Thursday, August 4 through Sunday, August 7, screening approximately 393 people.

Volunteers in Minneapolis

Donna Balitz
Cathy Boeck, RN
Allison Cashman, MD
Peter Cham, MD
Suzanne Connolly, MD
Julie Cronk, MD
Lynn A. Glesne, MD
Cynthia Hanson, RN
Kathleen Hectorne, MD
Allison Hoffman, MD
Catherine Hoffman, MD
Maria Hordinsky, MD
Valda Kaye, MD
Cindy Kleven
DeAnn Lazovich, MD
Bertha Lin, MD
Sheetal Mehta, MD
Maryam Moinfar, MD
Cynthia Olson, MD
Judy Shank, MD
Cindy Smith, MD
Rochelle Torgerson, MD
Erin Warshaw, MD

Great Golf and Sun Safety Outreach A Winning Combination at LPGA Tournament

Hundreds of Portland-area golf enthusiasts, LPGA players and caddies benefited from the joint volunteer efforts of local Women's Dermatologic Society members and members of the local Dermatology Nurses Association who offered "Play Safe in the Sun" skin cancer screenings and education at the recent LPGA Safeway Classic at the Columbia Edgewater Country Club. Third-year LPGA tour golf professional Angela Jerman, who serves as national spokesperson of the WDS "Play Safe in the Sun" campaign, joined in the outreach effort to promote sun safety among golf enthusiasts and tour players. During a combined total of 100 volunteer hours, involving 10 board-certified Oregon dermatologists and nine nurses, WDS members conducted 247 free skin cancer screenings.

One third of the individuals screened, including tournament visitors, tour players and caddies, were presumptively diagnosed with pre-malignancies and malignancies. More than 10 percent of individuals screened were presumptively diagnosed with one of the three forms of skin cancer (basal or squamous cell carcinoma, or melanoma.) Thirty-two percent of individuals screened were referred to their dermatologists for further evaluation and 17 percent were referred for biopsy of suspicious sites.

WDS members also provided dermatologic assessments with a UV reflectance camera and distributed thousands of free sunscreen samples and skin cancer prevention educational materials.

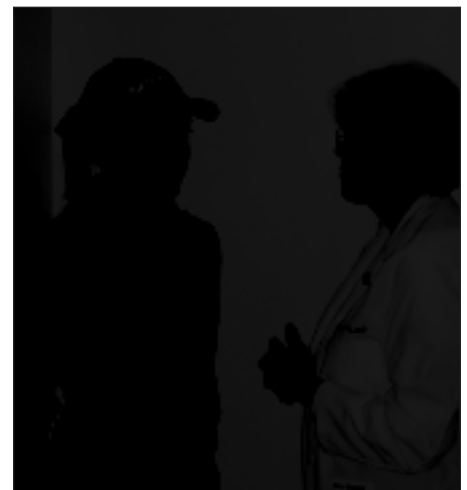
The "Play Safe in the Sun" Skin Cancer screenings were co-hosted by **Kristin Stevens, MD, PhD**, Providence Medical Group Dermatology, Portland, and **Karen**



Oncology nurses, Lauri Orr & Lori Herman, with Dr. Karen Vigeland. Dr. Wendy Roberts (in front with visor) also flew to Portland to attend the Play Safe in the Sun at LPGA event.

M. Vigeland, MD, practicing dermatologist, Vancouver, WA, and Associate Clinical Professor, Department of Dermatology, Oregon Health and Science University, who returned to her volunteer leadership role at this tournament for her second consecutive year. To help raise awareness about sun safety and skin cancer prevention through the media, Portland private practice dermatologist and WDS Board of Directors member **Diane Baker, MD**, Clinical Professor of Dermatology, Oregon Health and Science University, appeared in television interviews with LPGA TOUR golf professionals **Angela Jerman** and **Stephanie Louden**, a fellow LPGA TOUR player who shares Angela's commitment to sun safety as a way of life on the tour.

Portland-area WDS members who donated their time for the screenings and interaction with the public included:



Dr. Karen Vigeland talks with LPGA tour pro Natalie Gulbis at the WDS Skin Cancer Screening conducted in Portland. The WDS has screened LPGA players and spectators at six tournaments across the country in the past two years.

Deborah Altemus, MD, Diane R. Baker, MD; Shobha Jetmalani, MD, Marla Klein, MD, Phoebe Rich, MD,

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Play Safe at LPGA

Continued from page 5

Beata Rydzik, MD, Kristin Stevens, MD, PhD, Lisa Turner, MD, and Karen M. Vigeland, MD. Wendy Roberts, MD, WDS Chair of the “Play Safe in the Sun” initiative who has led this national effort to its sixth successful LPGA tournament around the nation in eighteen months, was also present to provide volunteer support.

Local nurses providing support to the dermatologists during the screenings included members of the local chapter of the Dermatology Nurses Association — **Robin Weber, RN**, Immediate Past President, and **Lea Williams, RN**, as well as members of the Mt. Hood Chapter of the Oncology Nursing Society: **Lori Herman, RN**, **Bev Moser, RN**, **Lauri Orr, RN**, and nurses **Connie Demerrell, RN**, **Dina Marie, RN**, **Marcia Mullens, RN**, and **Sue Taylor, RN**. Pharmaceutical representatives **Ben Vaday** and **Nichole Ochs** from Galderma and **Doug Gunter** from Ortho-Neutrogena also provided hands-on assistance during the tournament screenings.

The Women’s Dermatologic Society recommends that people of all ages take daily precautions to protect the skin from the heightened risks of prolonged sun exposure. Overexposure to the sun is the most preventable cause of skin cancer, so individuals are urged to make the commitment to safeguard their health. Under AAD recommendations, this includes:

- Sun avoidance during the peak hours of 10 a.m. to 4 p.m.;
- Liberal application of a high SPF, broad-spectrum sunscreen to all exposed areas of the body and face;
- Wearing sun-protective clothing, a wide-brimmed hat and sun-glasses; and
- Regular visits to your dermatologist.

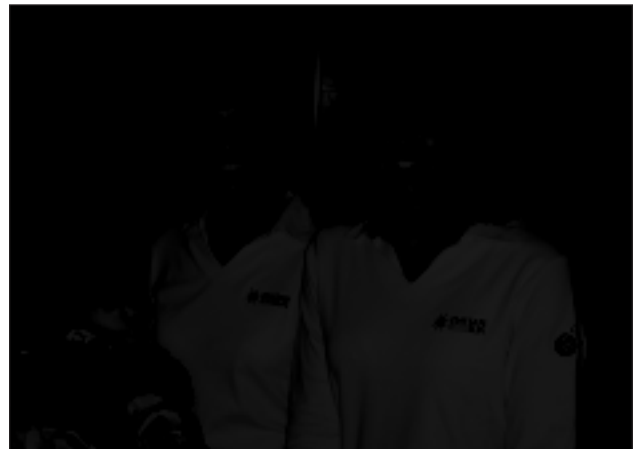


The media was interested in what WDS Board member Dr. Diane Baker, AAD President-elect, had to say about sun safety during an interview in Portland, Oregon that later included LPGA tour pro Angela Jerman (in stripes looking on.)

The WDS recommends applying a golf-ball-size amount of sunscreen 15 minutes before going outdoors and re-applying every two hours, or every nine holes for golfers.

Skin cancer is currently the fastest-growing cancer in America, with more than one million new diagnoses expected in 2005. Women ages 25-29 have skin cancer as their leading form of cancer. One American dies every 68 minutes from melanoma.

The WDS “Play Safe in the Sun” campaign at LPGA tournaments recently received the prestigious national award, the Gold Triangle, from the American Academy of Dermatology (AAD). The recent skin cancer screenings are part of the AAD’s National Skin Cancer Volunteer Screening Initiative. Angela Jerman’s role as spokesperson for “Play Safe in the Sun”



Members of the Dermatology Nurses Association supported WDS efforts at the LPGA tournament. Shown here are Connie Demerrell, RN and Lea Williams, RN.

is made possible through collaboration with Dermik Laboratories. Funding for “Play Safe in the Sun” at selected LPGA tournaments is generously provided by Procter & Gamble and Doak Dermatologics, which also contribute products along with Galderma, Ortho-Neutrogena, Del-Ray Dermatologicals, and La Roche-Posay. The UV reflectance camera was furnished by Ortho-Neutrogena.

PRESIDENT'S MESSAGE

In the last issue of our newsletter, I tried to present some convincing reasons for joining a WDS committee. Perhaps this was just the reminder that you needed to sign up or perhaps you said to yourself “right now I just don’t have the time to make this type of commitment.”



By JEAN BOLOGNIA, MD

Fortunately, members of the WDS have a number of other options for getting involved that represent more of a “middle ground.”

Examples of these options include spending an hour or two at a local networking reception, attending the networking luncheon held each year at the ASDS meeting, or volunteering to participate in one of the “Families Play Safe in the Sun” activities. The latter opportunities vary from providing information (i.e. doing a lesson) on sun sense at a local elementary school to passing out sunscreens and advice at a WDS exhibit booth to supervising coloring contests focusing on playing safe in the sun.

Dr. Suzanne Connolly, chair of the Service Committee and chief organizer of the “Families Play Safe in the Sun” events, has done an incredible job of launching this program, along with members of her committee.

In addition, the staff in the WDS office has been indispensable in making this effort so successful. I’ve included their pictures to the right so you can place a face with the voices you will hear when you contact our WDS office in San Francisco.

As the site of the upcoming meeting coincides with the home of the WDS office, hopefully many of you will be able to personally meet these dedicated individuals.

On a more serious note, a number of

WDS Service Committee

Suzanne Connolly, MD, Chair
Megan Bogart, MD
Lisa Garner, MD
Ann Haas, MD
Molly Hinshaw, MD
Michel A. McDonald, MD
Allison Moosally, MD
Sandra Read, MD
Barbara Reed, MD
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Parrish Sadeghi, MD
Sabra Sullivan, MD
Elizabeth McBurney, MD

our members, especially those in the New Orleans area, have had their lives turned upside down, both personally and professionally, as a result of hurricane Katrina. Imagine for a moment being displaced from your home and your office for months on end. The WDS Executive Committee recently voted to forego having a booth at the annual AAD meeting and to instead use those monies to waive the 2006 dues for our displaced members and to invite them to be our guests at the annual luncheon in San Francisco.

Consider aiding the victims of this tragedy in any way you can as it is the sum of gestures, both large and small, that will provide them with the needed hope and strength.

In addition, the WDS Executive Committee has voted to donate \$1,000 to Camp Discovery and \$1,000 to Camp Wonder, two summer camps for children suffering from skin disorders.

Support the WDS Gulf Coast Relief Effort

If you would like to make a tax-deductible donation to the Gulf Coast Relief effort to add to the \$3,000 donation that WDS has committed, please contact WDS by no later than November 15.
Call **1-877-937-7673** (1-877-WDS-ROSE) to make your contribution by phone.

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CALENDAR OF EVENTS

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

NOVEMBER 2

WDS Networking Reception
Tutwiler Hotel, Birmingham, AL
6:30 – 9:00 pm

NOVEMBER 30

WDS Mentorship Grants –
Materials must be received by
this date.

DECEMBER 31

WDS Medical Student
Awareness Grants – Please

send in your materials before
year-end.

FEBRUARY 18-20, 2006

The Families Play Safe
in the Sun campaign
comes to Miami, Florida!

JUNE 23-25, 2006

Boulder, CO
WDS Member Renewal
Retreat (& Leadership
Retreat)

NETWORKING



At a recent WDS Networking Reception in July at the Union League Club in Chicago hosted by Dr. Marianne O'Donoghue were WDS Members Courtney Herbert, MD, MPH (Orland Park, IL), Jessie Cheung, MD (Chicago, IL) and Kelle Berggren, MD (Batavia, IL).



At the Pacific Dermatology Association's (PDA) Annual Conference in August are: (from left) Dr. Suzanne Connolly and her husband Peter Connolly, Dr. Patricia Engasser, Dr. Jon Hanifin, Lori Rollins of Hill Dermaceuticals, and Dr. Elizabeth Abel.

Calendar of WDS Events at the AAD Academy in San Francisco March 2-5, 2006

7:30 P.M. - 9:30 P.M. - THURSDAY, MARCH 2

WDS Executive Committee Dinner Meeting
St. Regis Hotel

7:00 A.M. - 9:00 A.M. - FRIDAY, MARCH 3

WDS Academic Dermatologists Interest Group Breakfast
San Francisco Marriott, Sierra K Room

7:30 A.M. - 9:00 A.M. - FRIDAY, MARCH 3

WDS President's Advisory Committee Breakfast
St. Regis Hotel

8:00 A.M. - 5:00 P.M. - FRIDAY, MARCH 3

WDS Committee Meetings
San Francisco Marriott, Sierra K Room

12:00 P.M. - 2:00 P.M. - FRIDAY, MARCH 3

WDS Inter-Society Liaison Council Scientific Session
Moscone Center, San Francisco

5:30 P.M. - 7:00 P.M. - FRIDAY, MARCH 3

WDS Networking Reception
San Francisco Marriott, Sierra J Room

7:00 P.M. - 9:30 P.M. - FRIDAY, MARCH 3

WDS Board Leadership Dinner (by invitation only)
Banker's Club, San Francisco

8:00 A.M. - 5:00 P.M. - SATURDAY, MARCH 4

WDS Committee Meetings
San Francisco Marriott, Sierra K Room

5:30 P.M. - 7:30 P.M. - SATURDAY, MARCH 4

WDS Practice Enhancement Reception
Office of Seth Matarasso, MD, San Francisco
(shuttle bus service will be provided)

6:30 A.M. - 9:00 A.M. - SUNDAY, MARCH 5

WDS Board of Directors Meeting
San Francisco Marriott, Golden Gate B2

12:00 P.M. - 2 P.M. - SUNDAY, MARCH 5

WDS Annual Meeting Luncheon
San Francisco Marriott, Yerba Buena Salon 9

Calling all Academic Dermatologists...

WDS is forming an Academic Dermatologists Interest Group, spearheaded by Dr. Ilona Frieden and Dr. Clara Curiel, that will meet for breakfast on Friday, March 3, 2006, at 7:00 a.m. at the San Francisco Marriott during the AAD meeting. All WDS members are invited. If you are interested in joining this group and attending the breakfast, please contact wds@womensderm.org.

READS & RECOMMENDS



THE HEART OF A FAMILY: SEARCHING AMERICA FOR NEW TRADITIONS THAT FULFILL US

By Meg Cox

Have you ever wondered how you can create treasured and lasting family traditions when the daily juggle of professional and personal life is sometimes more than enough of a challenge? Meg Cox interviewed over 200 diverse families for this warm and wise compilation of family rituals ranging from major holidays to everyday bedtime routines and gives valuable advice on creating new traditions — both practical and whimsical — from scratch.

Recommended by Kristin Stevens, MD



HISTORICAL ATLAS OF DERMATOLOGY AND DERMATOLOGISTS

by John Thorne Crissey,
Lawrence Charles Parish,
Karl Holubar

This is a “must read” for all dermatologists. It gives a historical background of the evolution of modern dermatology. You might even recognize or know some of these masters of dermatology. It is enjoyable reading. *Recommended by Lenore S. Kakita, MD*



CELEBRATING WOMEN

by Paola Gianturco

In Paola Gianturco's book, *Celebrating Women*, Thais honor the women who saved their city. Swazi virgins dance for the Queen Mother.

Polish girls float wreaths of wildflowers on the river. Moroccan Berber divorcees invite shepherds to marry them. Couples race over obstacles in Finland's World Wife Carrying Championships. Beautiful women in the United States vie for scholarships. Ten other festivals will intrigue and inspire you. *Recommended by Peggy Crawford, MD, and Pat Engasser, MD, Co-Chairs, WDS Annual Luncheon Committee*



KITCHEN TABLE WISDOM: STORIES THAT HEAL

by Rachel Naomi Remen

A wonderful collection of true vignettes about healing written by a physician. *Recommended by Kristin Stevens, MD*

**Be sure to read the article by
author Lydia Burdick on Page 13**

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 January 30, 2006 will be considered by the Board of Directors at their March 5, 2006 meeting in San Francisco, CA.

Mentorship Award Grants – application deadline extended to November 30, 2005 for experiences taking place after March 1, 2006.

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 toll-free line

is easy to remember...

1-877-WDS-ROSE

(1-877-937-7673)

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Women's Dermatologic Society

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3M Foundation - \$1,000,000
Neostrata - \$3,000
INAMED - \$1,000

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Wilma Fowler Bergfeld, MD	Janet G. Hickman, MD	Margaret E. Parsons, MD
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Kimberly J. Butterwick, MD	Marie-Louise Johnson, MD	Wendy E. Roberts, MD
Valerie D. Callender, MD	Lenore Setsuko Kakita, MD	Richard K. Scher, MD, FACP
Suzanne Marie Connolly, MD	Bryna Kane, MD, <i>In Honor of Judge Edward Kakita</i>	Mary C. Spellman, MD
C. Ralph Daniel III, MD <i>In Honor of Boni Elewski, MD</i>	Vicki J. Levine, MD	Sabra Sullivan, MD, PhD
C. Ralph Daniel III, MD, <i>In Honor of Judge Edward Kakita</i>	Mary P. Lupo, MD	Danine Summers, <i>In Honor of Louis Friend, MD</i>
Ronald S. Davis, MD, <i>In Honor of Nia Terezakis, MD</i>	Lynette J. Margesson, MD	Elizabeth Tanzi, MD
Marie-France Demierre, MD	Barbara M. Mathes, MD	James Selwyn Taylor, MD
Zoe Diana Draelos, MD	Elizabeth I. McBurney, MD	Nia Katechis Terezakis, MD
Patricia Gayle Engasser, MD	Elizabeth I. McBurney, MD <i>In Honor of Judge Edward Kakita</i>	Cheryl A. Thellman-Karcher, MD
James O. Ertle, MD	Allison E. Nicholas Metz, MD	Virginia Toulmin
Patricia Farris, MD	Michael E. Ming, MD	Karen M. Vigeland, MD, <i>In Memory of Marie Kasma</i>
Lisa A. Garner, MD	Dedee F. Murrell, MD, <i>In Honor of Dr. Clayton Wheeler</i>	Susan H. Weinkle, MD
Anita C. Gilliam, MD, PhD		
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The Women's Dermatologic Society Foundation Contribution

...a new non-profit organization dedicated to supporting the objectives and activities of the Women's Dermatologic Society (WDS) welcomes your optional donation.

Yes, I'd like to add my charitable, tax-deductible contribution to the WDS Foundation (Tax ID # 20-0084052) in the amount of:

\$25 \$50 \$100 \$1,000 _____ (list other amount here)

Optional: My donation is in honor of: _____

Indicate payment method below:

Check payable to WDS Foundation Check # _____

Mastercard Visa American Express

Card Number: _____ Exp. Date: _____

Signature: _____

Please return this form with your charitable donation to
Women's Dermatologic Society Foundation
575 Market Street, Suite 2125 • San Francisco, CA 94105
ph: 1-877-WDS-ROSE • fax: 415-927-5726

WELCOME NEW MEMBERS

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 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 or do so by calling 877-WDS-ROSE (877-937-7673).

ACTIVE

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Ana M. Eng, MD
Richard E. Fitzpatrick, MD
Esta Kronberg, MD
Toby A. Maurer, MD
Jessica Mehta, MD
Catherine Clayton Newman, MD
Saadia L. Raza, MD
Deborah A. Scott, MD
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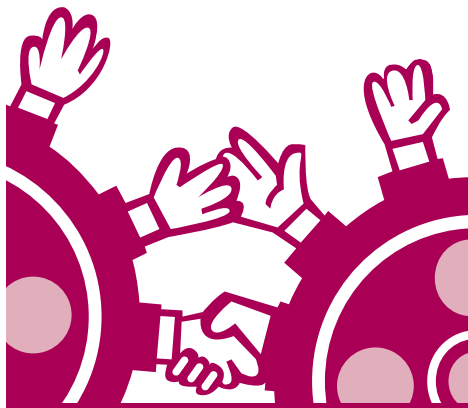
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Amy Slear, MD
Pamela Strumpf, MD, MBA
Tina Suneja, MD
Ellen O. Turner, MD
Justin Woodhouse, MD
Meghan Zavod, MD

WDS Wins Gold Triangle Award

The Women's Dermatologic Society was the recipient of a Gold Triangle Award on Thursday, July 21, 2005 from the 14,000-member American Academy of Dermatology. The award recognized WDS' communications efforts through the "Play Safe in the Sun at LPGA" initiative launched in 2004 to raise awareness about sun safety in the golf community. Women golfers have some of the highest rates of melanoma and skin cancer among athletes and therefore, the WDS targeted this group with its message providing sun safety tips to LPGA golfers and spectators at various LPGA tournaments across the country.



Dr. Marta Rendon, Dr. Wendy Roberts, and Dr. Sandra Read at the awards ceremony accepting the award for WDS.



Have a Party on Us!

Host Your Own WDS Networking Reception

WDS Networking Reception Request

Volunteer to host a local WDS networking reception in your home or local hot spot. Invite a guest speaker to discuss any topic of your choice (dermatologic or not) or just mingle and chat.

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!

Why, you ask yourself, would you want to do this?

- ☺ To have a free party with your friends
- ☺ To make new friends by inviting dermatologists whom you don't know
- ☺ To get to know the guest speaker visiting your institution or local society by inviting him/her to attend
- ☺ Because there is very little work involved. Cater the event in your home or arrange it at a local venue
- ☺ Because you don't even have to address or mail invitations. We do that for you
- ☺ To better enjoy what makes the WDS so special: networking with women who share your passions in life – medicine, dermatology, friends, family, pets, vacations.....

LOG ON THE WDS WEBSITE:
www.womensderm.org
and click on "Events"

First come, first served!
Funds are limited!

Name of Host(s): _____

Are you a WDS member? Yes No

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? _____

Is a formal talk planned? Yes No

If yes, what is the title? _____

Anticipated number of attendees: _____

Is there a cap on the number of attendees? Yes No

Anticipated total cost of the reception: \$_____

Describe venue: _____

Address of venue: _____

Your Name: _____

Address: _____

City: _____

Phone: _____

E-Mail: _____

Today's Date: _____

Signature: _____

(I agree to host this event and work within the requested/approved budget)

Questions? Call WDS at 1-877-WDS-ROSE (877-937-7673).
Fax this form to the WDS Office at 415-927-5726.

ACT NOW!

The Gift of Family

By Lydia Burdick

Anne Burdick, MD, is my sister. Our mother, Shirley Burdick, was diagnosed with Alzheimer's disease in 1998, and during the last few years of her life, she answered our questions with one word, and very rarely initiated even the slightest conversation.

Experts explain that people with Alzheimer's do eventually experience disruptions in the language centers of the brain — some sooner and others later in the disease process. I wanted to help Mom find her way to more words. I determined that I would round up some words for her to read and say and give them to her in a book of her own. And since I was choosing the words, I wanted them to be positive and enthusiastic.

So I wrote simple words about loving everyday activities that she could still do at the time, like taking a warm bath and eating apple pie with vanilla ice cream. I was hoping that these words would give her a chance to use her voice again. I asked a friend to draw some illustrations and then I put it all together in a book. I realized that I now had a number of ways to use this new activity with my mother: she could read the words aloud to me, I could read aloud to her, we could take turns reading, we could look at the colorful pictures, and I could ask her questions and "discuss" the words and pictures with her. It worked!

Mom engaged with the words and the pictures and answered my questions about both. After reading aloud "I love to take a warm bath and get squeaky clean," her mother looked intently at the drawing. "What is your favorite part of this picture?" I asked. She pointed to the white-haired woman in the tub. I asked, "What is she doing?" My mother, a woman who



Dr. Anne Burdick, Chair of the WDS Member Renewal Retreat, with her sister and author, Lydia Burdick.

loved her baths said, "Soaking." "Oh," I said, "who else likes to soak?" Her face lit up and she said, "I do!" I got a smile from her that made my day.

My sister, Anne, lives in Florida and called one day when I was visiting the folks. Mom and I had just finished reading our book, "The Sunshine on My Face." I told Anne about this book I had written for Mom and asked if she wanted me to read it to her over the phone. Then it occurred to me to give Mom the phone and have her read.

And read she did. I sat next to Mom, the book covering our two laps. I guided her through the book, reading an occasional page to her and asking questions about the content and drawings as we went along.

After we finished reading the book, I

took the phone back from my mother. Anne said, "Thank you for the gift."

When I asked her what she meant, she said, "I called Mom expecting to hear just her usual one or two words. When she read the book with you, she was speaking in sentences for the first time in years. Hearing her voice — and her pleasure — that was a gift!"



The Sunshine on My Face: A Read-Aloud Book for Memory-Challenged Adults was published by Health Professions Press in December, 2004. It is the first read-aloud book for people with Alzheimer's or other dementias to read with their family and friends. The book was just awarded a Bronze Award for Books by the National Mature Media Awards.

Find a Dermatologist – New Feature of WDS Website



A new feature on the Women's Dermatologic Society website is our "Find A Dermatologist" on-line search. The WDS has dermatologists across the United States and now they can be easily found. Just enter your zip code and search radius (in miles) into our "Find A Dermatologist" web page and you will be provided with a list of WDS-Member Dermatologists complete with distance, location and phone number. Most WDS Dermatologists even have a map with directions to their location.

Visit www.womensderm.org to update your own listing.



Member Renewal Retreat Weekend



Save the Date
June 23 - 25, 2006



St. Julien Hotel & Spa
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
or wds@womensderm.org

If you would like to make a personal donation to provide funding for residents who wish to attend the retreat or donate frequent flier miles, contact the WDS at 877-937-7673.

Schedule of Activities

Friday, June 23, 2006

- 8:00 a.m. – 2:00 p.m.
WDS Leadership Retreat & Luncheon (by invitation)
- 8:00 a.m. Retreat registration begins
- 2:00 p.m. – 5:00 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
- 9:30 p.m. Late night munchies available

Saturday, June 24, 2006

- 6:30 a.m. Pilates Class or early Mountain Hike
- 8:00 a.m. Breakfast
- 9:00 a.m. "Women's Strategic Use of Humor"
Speaker: Regina Barreca, Author
- Noon Resident/Leadership Forum
Luncheon (Sponsored by OrthoNeutrogena)
- 1:00 p.m. Afternoon activities (choose one)
 - Dessert with Celestial Seasonings Presentation
 - Walk Pearl Street Mall
 - Walk or bike Boulder Creek Path
 - Take the free time for a spa treatment!
- 5:00 p.m. Reception
- 6:00 p.m. Dinner followed by line dancing
- 9:30 p.m. Book Club

Sunday, June 25, 2006

- 6:30 a.m. Pilates Class
- 8:00 a.m. Breakfast
- 9:00 a.m. "Preparing Your Public Side"
Speaker: Linda Roth, Senior Executive Director of Communications, Drexel University College of Medicine
- 11:00 a.m. Retreat Closing

Establishing friendships through WDS? Indeed, I have. With the simple technology of emails, I would like to introduce you to WDS members from three different continents.

Dr. Iqbal Abdulaziz Bukhari from the



BY EVANGELINE B. HANDOG, MD, FPDS

Kingdom of Saudi Arabia is an Assistant Professor at the College of Medicine at King Faisal University in Dammam.

A very highly motivated consultant dermatologist with 15 years of clinical experience, she is currently directing the phototherapy and laser units in the department. In addition to cosmetic dermatology and the study of genetic diseases, her special interests include clinical research, alternative medicine, acupuncture, medical photography and painting. She is fluent in both English and French.

She read about the WDS at the AAD and became a member two years ago. She is also a member of the European WDS (EuWDS). She felt very connected to an “active, upbeat society of women” and said “it is very unique to be a member of WDS.”

She wished that more international women dermatologists would join so that there could be an “effective exchange of knowledge and our society would become global.” She also feels that via the WDS she “got updated about the role of women dermatologists in North America.” She would love to volunteer as member of one of our committees.

When asked for a picture, she sent her

paintings in- stead, which I am sharing with you. She confesses that she developed this talent during high school. She takes pride in her five children who are all very talented as well.

A pediatric dermatologist and Associate Professor at the University of Rio Grande do Sul in Brazil, **Tania Ferreira Cestari, MD** recalls: “I was invited by Professor **Marcia Ramos-e-Silva** to attend some

of the WDS receptions and I liked them very much, but wasn’t convinced to join an association that was separated by gender.

Actually three years ago I tried to join the WDS but the website registration didn’t work well and I gave up.”

“One year ago, I got better information about the WDS and all the opportunities it offers for dermatologists and their students as well as providing information on topics not even related to our profession.”

When asked what benefits she has obtained from becoming a WDS member, she said “contact with other dermatologists and the chance for new career opportunities, scholarships and mentoring for students, residents and even myself, I hope.”

Professor **Antonella Tosti, MD**, of Italy is the founding president of the European WDS (EuWDS). WDS Past



Dr. Evangeline Handog and Dr. Tania Cestari at the February 2005 WDS Luncheon in New Orleans.



Antonella Tosti, MD, and her children, Lorenzo and Margherita.

President **Dr. Boni E. Elewski**, during her term, invited Antonella to recruit European dermatologists to found the EuWDS.

With the help of **Ulrike Blume Peytavi, MD**, and **Christa De Cuyper, MD**, the society was established.

Antonella is presently a member of the International Affairs Committee of WDS, and she says: “Today, I know personally a large number of women from all over the

world and I have a lot of new real friends. I love the familiar environment of the society; it is a wonderful opportunity to see different opinions and even to be involved in international research.”

Antonella says she is now much better known in the USA than before, although I would say her research on nails and hair already preceded her. A very warm and energetic lady, she is full Professor at the Department of Dermatology, University of Bologna, Italy.

Antonella is happily married to Luca Lionello with two lovable children, Lorenzo, nine, and Margherita, four.

Here is wishing more success to our WDS members around the world!

In Saudi: “Najah akhtar ljame’ iat aljelidia alnesae’ ia.”

In Portuguese: “Muito sucesso para a WDS.”

In Italian: “Più successo per la WDS.” I say Mabuhay!





Women's Dermatologic Society
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NEWS & NEWSMAKERS



Peggy Crawford, MD, is an Everyday Hero

At Kaiser Permanente, everyone has an important role to play in the good health of our members. Our leadership in quality and service demonstrates the excellence of our efforts. Our Everyday Hero Program highlights a person or team

bringing the very best qualities of caring and performance to the workplace.

After working for the National Institutes of Health and joining Kaiser in 1978, Dr. Crawford became active in several national and local dermatological organizations. But it's truly her personal attention to patients and her relationship with her colleagues that identifies her as an outstanding physician. Her colleagues and staff comment that from the moment she steps off the elevator, "you feel her abundant energy and cheerful presence." They

also assert that she cares deeply about each-and-every person in the department as well as her patients. One patient stated, "Dr. Crawford is the best doctor I have ever had." Peggy Crawford's commitment to her patients is reflected in her outstanding Member-Patient Satisfaction survey scores, which are higher than any other TPMG Dermatologist in Northern California.

Submitted by Kory J. Zipperstein, MD, Department of Dermatology, Kaiser Permanente San Francisco Medical Center

In memoriam

We mourn the loss of **Dr. Irwin M. Freedberg**, a member and past Director (term: 1998-2002) of the Women's Dermatologic Society. Dr. Freedberg touched the lives of many of us as a colleague, teacher, mentor and friend. He leaves behind a huge legacy not just in the textbooks of dermatology, but also in our hearts. He will be missed.

The WDS Membership Committee invites you to bring your friends and colleagues to the WDS. Encourage them to join on-line at www.womensderm.org or call toll-free: 1-877-937-7673 (1-877-WDS-ROSE)



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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.