



Physicians Leaders Mentors

NEWSLETTER

Volume 16, Number 3
Fall 2012

IN THIS ISSUE

President's Message	1
Living History Profile	1
WDS Mentors	4
Member Profile	5
WDS Contributors	6
Reads & Recommends	7
Young Physicians Task Force	8-9
WDS Donors	10-12
WDS Happenings	13
WDS Awards	13
International News	14
Making a Difference	16-17
News & Newsmakers	19

PRESIDENT'S MESSAGE

As we wind down the summer season with all the fun and relaxation of vacations, travel and time spent outdoors (sun protected, of course) with friends and family, I'm pleased to report that the Women's Dermatologic Society has been busier than ever!



Janet G. Hickman, MD

In May, the WDS convened a Strategic Planning Retreat in Chicago and we have been extremely busy with the outcomes from that event. Several new task forces are underway to further our growth and outreach efforts (Corporate Advisory, Local Focus, Overseas Volunteerism and TOPS), along with an Investment Subcommittee that will help ensure that our assets are being properly managed for optimal growth.

Since the Annual Meeting, WDS has organized three luncheons: **Deborah MacFarlane, MD** arranged a fabulous luncheon at the Mohs College Annual Meeting in Chicago, IL; at the SID Annual Meeting in Raleigh, NC, **Elise A. Olsen, MD** organized a panel discussion that was well received; and **Shelley Sekula-Gibbs, MD** spearheaded another great luncheon for our members at the ASMS Clinical Symposium in Arizona. Many thanks to these dedicated members for their efforts!

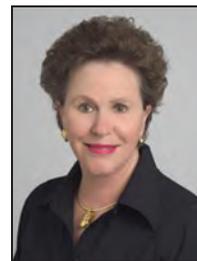
Please be sure to review the Making A Difference section of the newsletter, which underscores the remarkable success of our 2012 outreach efforts. Through the *Play Safe in the Sun* campaign, 825 free skin cancer screenings and 750 sun damage assessments were conducted, with an average referral rate of 34% for further diagnosis and biopsy. My sincere appreciation goes out to the WDS members who chaired these events, and the many volunteers who came out to support their efforts.

Continued on page 15

Living History Profile: Wilma F. Bergfeld, MD

By Rayna Dyck, MD

If one were to draw a family tree of dermatopathologists, many branches would lead back to our first president, **Wilma Fowler Bergfeld, MD**. A woman of numerous talents and abilities, Dr. Bergfeld is also known for the humble strength and generous spirit that have propelled her to the forefront of our profession, and inspired many others along the way.



Wilma F. Bergfeld, MD

Dr. Bergfeld is the Co-Director of Dermatopathology, Departments of Dermatology and Pathology, Senior Staff Dermatologist and Past Head of the Section of Dermatological Research in the Department of Dermatology at the Cleveland Clinic. She has been Director of the Cleveland Clinic's Dermatopathology fellowship since 1975, Professor of Dermatology and Pathology and serves as a consultant to the Department of Sports Medicine. Dr. Bergfeld's specialty interests include clinical dermatology (hair disorders, androgen excess, photoaging, and cosmetic dermatology) and dermatopathology. On a personal note, Dr. Bergfeld is married to John A. Bergfeld, MD, an internationally renowned sports medicine orthopedic surgeon at the Cleveland Clinic.

Dr. Bergfeld was the first woman elected as AAD president in 1992, where she served with distinction in organizing and promoting the AAD's efforts in environmental dermatology and in communication with the membership and the public. She is currently President of the North American Hair Research Society (2011-2014) and was the 2008-2009 President of the American Society of Dermatopathology. She has received many honors and the highest awards from virtually every organization that she has served, including the Master Dermatologist distinction in 2012

Continued on page 2

WILMA F. BERGFELD, MD

Continued from page 1



Longtime friends Wilma F. Bergfeld, MD and Lynn A. Drake, MD

from the AAD, recognizing her significant contributions to the specialty of dermatology, as well as to the leadership and/or educational programs of the AAD. On a local level, Dr. Bergfeld has served as president of the Cleveland Dermatology Society and the Ohio Dermatological Association.

Dr. Bergfeld has served in leadership roles that extend well beyond the field of dermatology: President of the Cleveland Academy of Medicine (the first woman to do so); President of the Cleveland Clinic Staff; and member of the prestigious Cleveland Clinic's Board of Governors and Board of Trustees (1992-97). Since 1977, she has been a member of the Cosmetic Ingredient Review (CIR) Expert Panel, a group that determines the safety of cosmetic ingredients, and has served as Chair since 1990. She is also an honorary member of many societies around the world.

While many would describe Dr. Bergfeld as an incredible leader, it is more significant to note how inspiring her leadership has been to others. **Lynn Drake, MD**, a friend of Dr. Bergfeld's for many years, recalled one of their early interactions when, as a new dermatologist attending the AAD Annual Meeting, she ran into Dr. Bergfeld in the hallway. Dr. Bergfeld asked if she was doing anything for lunch and, having no plans, she was taken to the WDS luncheon. Dr. Bergfeld sat her at a table full of women dermatologists and then, much to Dr. Drake's surprise, left! At the time, Dr. Drake had just completed her residency (the only woman in a program full of men) and didn't know if she even liked "women's groups." Fortunately, she discovered a wonderful network of women that were her peers. Dr. Drake fondly

states, "That's what Wilma has done for women for years. She recognized we didn't know each other, but we're a great group. One of her greatest assets has been her ability to draw women into dermatology and organized medicine. She has called each of us to be a participant."

Dr. Drake also recalled a time when Dr. Bergfeld nominated someone for a high honor—a person who had not been particularly kind to Dr. Bergfeld in the past. Asked why she would do that, Dr. Bergfeld replied, "You have to move forward and bring good people along. You can't let your personal opinions get in the way of moving an organization forward."

"She is absolutely fearless!" Dr. Drake adds. "Although she respects people, authority, and offices, she is willing to take a stand when something isn't right. Some women tend to shy away, but Wilma will engage and take on the task. She's a very strong person and even in the midst of personal tragedy, she never wallowed in self-pity, but moved forward in a positive manner. I have learned so much from her."

It is only fitting that Dr. Drake was presented with the Dr. Wilma Bergfeld Visionary & Leadership Award in 2011, which recognizes dermatologists of national prominence who have been trailblazers for women in some aspect of our specialty. Dr. Drake's accomplishment serves to underscore the extent to which seeds sown by Dr. Bergfeld continue to bear beautiful fruit.

Her travels have taken Dr. Bergfeld from Europe to the Middle East and she has served as a dermatologist to royalty, yet she remains grounded and is family-oriented. She comes from a long line of physicians, including her grandfather and father (who started Euclid Clinic). If you've ever wondered



Cleveland Clinic Department of Dermatology (1985-86) with Dr. Bergfeld (front row, far left) and her colleague Dr. James Taylor (2nd row, 2nd from right).

where Dr. Bergfeld gets her longevity and youthful spirit, simply look at her family lineage: her mother and father recently celebrated their 75th wedding anniversary and 100th birthdays, and continue to live independently.

While you may think of her as the elegant woman standing at the podium delivering an amazing speech in a glamorous suit, Dr. Bergfeld's talents and interests extend far beyond medicine. It only takes a few minutes of conversation with her to realize there are many other facets to this incredible woman, who excels at entertaining, cross

country skiing, fishing, sailing, swimming and dancing (if you're brave enough, you might ask her to tell you the "Dirty Dancing" story)!

As Dr. Drake noted, "She combines the best of everything" ... a fitting description for our beloved first president, leader, mentor, teacher, clinician (Master Dermatologist even!) and friend. Regardless of the capacity, Dr. Bergfeld brings her best to the table and invites others to join her, and we are thankful for her example. ■

FROM DR. BERGFELD'S COLLEAGUES:

"She has been an inspirational and energetic mentor and teacher to many residents, fellows, and junior staff, and has made many significant contributions to the field of dermatology and dermatopathology."

– Allison Vidimos, RPH, MD, Chair of Department of Dermatology, Cleveland Clinic

"Dr. Bergfeld has accomplished much in the field of dermatology, rightfully earning her the title of a "true pioneer" and a "master clinician." To me, however, her greatest legacy is her ability to inspire and bring out the best in her students - the residents and fellows she trains. There are few leaders in our specialty whose careers have not been touched by Dr. Bergfeld; as one of her students, I could not be more blessed to have her as my mentor."

– Angela Kyei, MD, founding member of Hair Center of Excellence and Director of Skin of Color Institute, Cleveland Clinic

"In the past 40 years, no one has contributed more to dermatology and the WDS than Wilma Bergfeld, an inspiring colleague at the Cleveland Clinic who has encouraged my active participation in dermatology and medical professional organizations; and she led the way. I truly value her loyal and consummate mentorship and friendship. Wilma's career path and accomplishments epitomize the vision and mission of WDS which are as essential today as they were at its founding."

– James Taylor, MD, Cleveland Clinic

"Years ago, when I was a beginning resident, one of my mentors at Duke advised me to pay attention to a young physician named Wilma Bergfeld, who he predicted would trail blaze a path to leadership for women in dermatology. How right he was! She has continued to be an inspiration to me professionally and personally ever since."

– Janet G. Hickman, MD, WDS President

Petals & Pearls



WDS Members: If you have not yet done so, order your complimentary WDS keepsake book *Petals & Pearls* on the WDS website today! Additional copies may be obtained for a donation of \$65.

Visit www.womensderm.org or contact wds@womensderm.org for details.

WDS SCHEDULE OF EVENTS

October 13, 2012

WDS Networking Luncheon | 2012 ASDS Annual Meeting

Hyatt Regency, Atlanta, GA

Hosted by: Women's Dermatologic Surgeons Committee

Sponsored by: Biopelle, Inc.

Sunday, January 20, 2013

WDS Networking Reception "Choices of Life Paths in Dermatology"

Co-located with MauiDerm 2013

Grand Wailea Resort & Spa ~ Maui, HI

Save the date! Sunday, March 3, 2013

WDS 38th Annual Meeting Luncheon, Miami, FL

For more information visit:
www.womensderm.org/events/

WDS MENTORS

Become a WDS Mentor!

The WDS Mentorship Awards Program was designed to promote mentorship within the WDS by promoting long-term relationships between mentors and their mentees. This highly successful program has fostered many friendships, while promoting the development of leadership skills in dermatology residents and junior faculty members. Both male and female WDS members are encouraged to serve as mentors. Here, we highlight what some of our recent faculty participants have said about the program.

“The most amazing benefit of mentoring is a life-long connection with interesting people active in our specialty. I like both the stimulus of professional discussions as well as the interchange of personal news. I particularly love the bugs I get at national and international meetings!”



Suzanne M. Olbricht, MD
Chair and Procedural Dermatology Fellowship
Director, Lahey Clinic
Department of Dermatology
Associate Professor of Dermatology,
Harvard Medical School

“Serving as a WDS mentor has always been extremely gratifying. The mentees are enthusiastic, motivated, and truly passionate about pursuing their goals. It is such a pleasure to watch them grow during the experience, as they confirm their commitment to caring for children with skin disease. The Women’s Dermatologic Society plays an instrumental role by supporting these experiences for residents who otherwise might not have such opportunities. I look forward to my ongoing involvement with the WDS Mentorship Program.”



Anthony J. Mancini, MD
Professor of Pediatrics and Dermatology,
Northwestern University Feinberg
School of Medicine
Head and Fellowship Director,
Pediatric Dermatology,
Children’s Memorial Hospital

“One of my greatest pleasures, which the WDS has helped me achieve, is mentoring the next generation of bright, young women. I view mentoring as a personal obligation to help the new generation of women dermatology students, residents, young attendings, educators, and researchers. Through the eyes of my mentees, I am able to renew my enthusiasm for all aspects of dermatology and see my profession through a fresh lens.”



Susan C. Taylor, MD
Society Hill Dermatology, Philadelphia, PA
Assistant Clinical Professor of Dermatology,
College of Physicians & Surgeons,
Columbia University
Clinical Assistant Professor of Dermatology,
Associate Faculty of the School of Medicine,
University of Pennsylvania

“The fact that the WDS made mentoring a top priority drew me into the organization. My mentees shadow me 9 to 5, they are given reading assignments, and sometimes they assist with manuscript preparation or research compilation. The total immersion during their rotations also allows mentees to learn the working mechanics of an efficiently operated clinical facility and to observe office dynamics – among staff members, the physicians and patients. These firsthand encounters enable mentees to begin development of their own individual style. It’s fulfilling to see mentees discover what they enjoy about the specialty and take their initial steps toward their respective niches.”



Tina S. Alster, MD
Washington Institute of Dermatologic
Laser Surgery
Clinical professor at Georgetown University
Medical Center

If you would be interested in serving as a WDS Mentor, please let us know! Visit our website at www.womensderm.org. From the main menu, click on Members, then Committees, and use the Committee Participation Interest Form to tell us more about your background and mentorship interests. In Section 2 (Committees of Interest), be sure to click “Mentorship Committee” (we won’t sign you up for a committee) and use the Comments box in Section 3 to indicate that you are interested in becoming a WDS Mentor. We look forward to hearing from you!

MEMBER PROFILE

Bethanee Schlosser, MD, PhD

Upon entering medical school at Penn State University, **Bethanee Schlosser, MD, PhD**, had an inkling that she might venture into a career in women's health. This interest was reinforced during her doctoral investigations into human papillomavirus (HPV). Through a clinical rotation in obstetrics and gynecology, Dr. Schlosser became aware of the significant number of women with chronic genital symptoms and disease, and is now working to make a difference in the lives of these women. "Along the way," she says, "I was most fortunate to discover the Women's Dermatologic Society and the importance of having great mentors."



It was during her residency at Emory University in Atlanta, Georgia (2004-2007) that Dr. Schlosser was introduced to WDS and still recalls 'pearls' shared by leaders at her first Annual Meeting Luncheon. Among the many pieces of wisdom she remembers: the not-to-miss book list from **Suzanne Olbright, MD**, and the philosophy of **Jean Bologna, MD**, that "even dust bunnies need a place to live."

Not long after that first experience with WDS, Dr. Schlosser applied for and was granted a WDS Mentorship Award to work with **Libby Edwards, MD**, of Charlotte, NC, to acquire knowledge and skills in genital dermatology. Dr. Schlosser's mentorship experience with Dr. Edwards not only solidified her decision to pursue a career in the subspecialty of vulvar/genital dermatology but also inspired her to give back to the WDS and its mentoring cause. She has served on the WDS Mentorship Award Committee and currently serves on the Academic Dermatologists Committee.

As she became exposed to the field of Dermatology, Dr. Schlosser recognized "an opportunity to combine bench science with clinical medicine, and the niches that could be developed from that perspective." In addition to mentoring from Dr. Edwards, she credits a number of WDS members for their support and guidance, including **Ginat Mirowski, DMD, MD**; **Mary Maloney, MD**; **Amy Paller, MD**; **Suephy Chen, MD**; **Mary Spraker, MD**; and **Rochelle Torgerson, MD**.

Following her residency, Dr. Schlosser joined the faculty of the Department of Dermatology at Northwestern

University Feinberg School of Medicine. In her first year at Northwestern, she was fortunate to have a longitudinal 'mini-apprenticeship' in oral and vulvar mucosal dermatology with Dr. Ginat Mirowski. While at Northwestern, Dr. Schlosser has developed further experience and interest in hormonal therapy for skin disease, skin diseases in pregnancy, and vulvar mucosal disorders. With joint appointments in Dermatology and Obstetrics/Gynecology, she currently serves as Director of the Women's Skin Health Program and the Vulvar Mucosal Specialty Clinic.

Earlier this year, Dr. Schlosser received a Women's Health Career Development Award (supported by the Women's Dermatologic Society and administered by the Dermatology Foundation). Over the next three years, she will focus on the clinical and molecular characterization of lichen sclerosus as a model of vulvar epithelial fibrosis.

Lichen sclerosus (LS) is a disease of unknown cause that results in white patches on the skin that preferentially affects genital skin with resulting scarring, anatomical distortion and compromised sexual and urinary function. Women are more commonly affected than men (10 to 1 ratio), particularly around and after menopause, but younger women or girls may also be affected. Unfortunately, many doctors are not familiar enough with LS to immediately recognize and diagnose it. Patients who are affected may see several doctors and wait years before receiving a proper diagnosis. Even then, patients can experience challenges in finding doctors who are knowledgeable and experienced in treating LS.

There is currently no standardized way to evaluate the degree of vulvar scarring that occurs in patients with LS or other inflammatory vulvar diseases. Dr. Schlosser's work will investigate how to best measure the scarring, which molecules are involved, and the effects of topical steroid treatment on scarring both clinically and at the molecular level. In the process, she hopes to establish standardized clinical vulvar photography and to identify potential molecular targets for which new treatments can be developed. "I am extremely grateful to WDS and the Dermatology Foundation for this opportunity to have a direct impact on advancing women's health by improving patient care and increasing

Continued on page 18

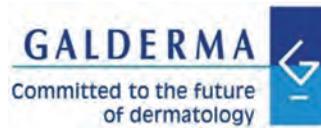
WDS CONTRIBUTORS LADDER

The Women's Dermatologic Society wishes to acknowledge the following companies for supporting the Society.

DIAMOND: \$250,000 AND ABOVE



PLATINUM: \$150,000 – \$249,999



GOLD: \$100,000 – \$149,999



SILVER: \$50,000 – \$99,999



MERZ AESTHETICS*



Neutrogena*



SAPPHIRE: \$25,000 – \$49,999

Johnson & Johnson Consumer Products, makers of Aveeno • Obagi Medical Products • Promius Pharma • Valeant Dermatology

RUBY: \$10,000 – \$24,999

Biopelle, Inc. • CoverFX • Dermpath Diagnostics • Fibrocell • LEO Pharma Inc.
Lumenis • Mary Kay • Pierre Fabre Dermo-Cosmetique • Proctor & Gamble • Rogaine • Solta Medical

EMERALD: \$5,000 – \$9,999

Bayer • HairMax • Medimetriks Pharmaceuticals, Inc. • Michelson Diagnostics • Neostrata
PharmaDerm • RevitaLash • Suneva Medical, Inc. • Triax Pharmaceuticals • Ulthera, Inc.

BRONZE: \$4,999 AND UNDER

Combe, Inc. • Cynosure • Dermlite • Elta • MauiDerm • Philosophy • TaroPharma

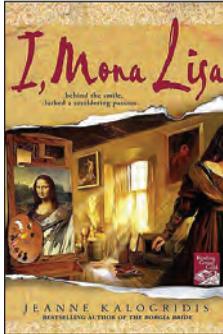
READS & RECOMMENDS

I, Mona Lisa

By **Jeanne Kalogridis**

I, Mona Lisa by Jeanne Kalogridis chronicles the perils of young Lisa di Antonio Gherardini long before she became the subject of Leonardo da Vinci's famous painting. "Mona Lisa" was the only child of a rich Florentine wool merchant with ties to the ruling Medici family in 15th Century Florence. Lorenzo di Medici commissions Da Vinci to paint Lisa's portrait. Lisa's relationship with the Medici family becomes further intertwined following the death of Lorenzo and the subsequent secret marriage of Lisa to Lorenzo's son, Guiliano. Chaos and political turmoil strike Florence and Lisa is forced to make some difficult decisions to save her family. Kalogridis successfully blends fact and fiction in this well written tale of intrigue, love, art and political ambition.

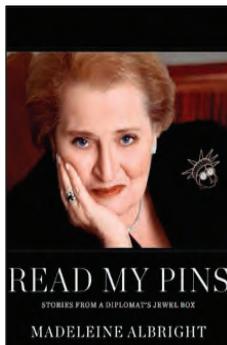
Mary P. Lupo, MD recommends *I, Mona Lisa*, a novel of historical fiction. "It is told from the vantage point of Mona Lisa. It is a must read for anyone loving Florence and the time of the Renaissance. There are some fun surprises, and an interesting theory as to who she was.



Read My Pins: Stories from a Diplomat's Jewel Box

By **Madeleine Albright**

Part memoir, part social history, *Read My Pins* provides an intimate look at Madeleine Albright's life through the brooches she wore. One of this country's most accomplished diplomats, Albright became known for her eclectic collection of pins. Taking her cue from former president George H. W. Bush who was known to say "Read my lips," Albright began urging colleagues and reporters to "Read my pins." She used her pins to diplomatically make a statement, emphasize the importance of a negotiation, and show pride in representing America. Albright recounts several poignant moments and the pins that played a role in them, such as the antique eagle purchased to celebrate her appointment as Secretary of State and the zebra pin she wore when meeting Nelson



Mandela. This book is an engaging, humorous memoir from one of America's most fascinating diplomats.

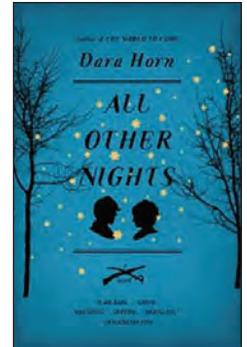
Susan Weinkle, MD recommends *Read My Pins: Stories from a Diplomat's Jewel Box*. Dr. Weinkle remarks, "I just heard her speak and she was awesome!"

All Other Nights

By **Dara Horn**

How is tonight different from all other nights? For Jacob Rappaport, a Jewish soldier in the Union army during the Civil War, it is a question his commanders have already answered for him: on Passover, 1862, he is ordered to murder his own uncle, who is plotting to assassinate President Lincoln. After this harrowing mission, Jacob is recruited to pursue another enemy agent, the daughter of a Virginia family friend. But this time, his assignment isn't to murder the spy, but to marry her. Their marriage, with its riveting and horrifying consequences, reveals the deep divisions that still haunt American life today.

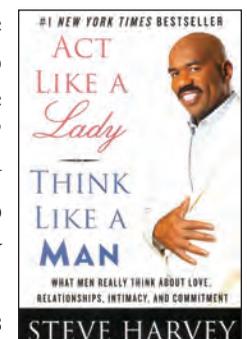
Mary P. Lupo, MD recommends *All Other Nights* as "a well-written story of inner conflict, love and betrayal set to the back drop of war." From the Wall Street Journal: "An enjoyably fast-paced amalgam of historical romance, spy novel and political thriller ... a rare and memorable portrait of Jewish life during the Civil War."



Act Like a Lady, Think Like a Man

By **Steve Harvey**

Steve Harvey is a media conglomerate whose career began with stand-up comedy in the mid-1980s. The popularity of the "Strawberry Letter" segment of his morning radio show allowed him to share relationship advice with his listeners and eventually led to his first book, *Act Like a Lady, Think Like a Man* (2009). Harvey's guide to unlocking the male mind, understanding his game, anticipating his moves and countering with unstoppable offense and defense remained



YOUNG PHYSICIANS TASK FORCE

Pearls and Pitfalls for Negotiating Job Contracts

By Joanna Chan, MD and Sumayah J. Taliaferro, MD

Most of us have had to walk the road of finding a job in the Dermatology profession and know how taxing it can be. As senior residents and fellows prepare to secure employment, the Young Physician's Task Force offers a collaborative list of its "pearls" on this topic. We hope these comments and suggestions provide sound advice to those looking to successfully negotiate contracts and join practices.

For starters:

- When hunting for a job, ask pharmaceutical representatives about possible opportunities. Several of the best places are not widely advertised.
- Have multiple offers so that when you negotiate, you can mention that Practice A or B has offered X, Y and Z items which you would like to be considered for inclusion in your signing package.
- Always be pleasant and do not ask for "too much" as you may risk (1) turning your prospective employer off and (2) having an offer withdrawn completely. Prioritize what is most important and be prepared to back off if it seems that certain items are not open to negotiation.

Consider all aspects of the practice and work environment:

- The number one thing is to establish open lines of communication and good rapport. If you are not able to speak comfortably with your future employer, you will most likely run into problems in the future.
- The importance of due diligence cannot be overstated. Check with other people in the community who are familiar with the practice(s) you are considering, and avoid those with a bad reputation.
- Ask about the partnership track and how long it would take to get to that position. Can the employer give you an idea of the selection process, buy-in or any details now, so that you can envision your long-term plan? Are there others who have made partner (if not, why?)
- How many dedicated medical assistants will you have? Two or more may be essential for productivity (and considered by some to be an absolute requirement for Moh's or heavy procedural practices).
- Do the physicians use extenders (i.e., nurses or PAs) to do fillers and lasers, and are they adequately supervised?
- Is there a cosmetic consultant or esthetician on staff to field questions, review skin care regimens, etc., (things that can take up a lot of time), or do the nurses help with this?
- How much flexibility will you have over your schedule?

Can you take a half-day off if needed, and how much advance notice is required? Can you book patients the way you want them (# per hour, designate certain time allotments for procedures), and when you want them (start/stop time)? A delicate way to ask is, "What is a typical day's schedule for the other associates, and how are they able to set their schedules?"

- What are the expectations for in-patient hospital calls? While this may not be specifically stated in the contract, 'implied' responsibilities may include obtaining hospital privileges and performing in-patient consults.
- How does the practice calculate "cost" of cosmetic products? Is it the list price, or what the practice actually pays the company? Many times practices get a discount for bulk purchases.
- Can you choose your own pathologist?

Don't overlook benefits and other perks:

- Does the practice pay for medical licensure, membership in professional societies (AAD, ASDS, WDS), or at least allow you to deduct this from your pre-tax income? Is there a book fund, or can you deduct other professional items like books, supplies, equipment from pre-tax dollars?
- Consider requesting a relocation bonus (\$2,000 for in-state, \$5,000 for out-of-state).
- What kind of publicity will the practice provide to promote you? Will there be mailings to area physicians? Website presence?

Before you sign:

- Pay an attorney to review the contract. Even the most well-intentioned friend or family member may not be as thorough when doing you a favor.
- Avoid unexpected costs by clarifying attorney's fee up front, based on the type and length of the contract.

YOUNG PHYSICIANS TASK FORCE

- By hiring an attorney (or practice consultant), you can negotiate with your employer by saying that certain requested items were suggested by your attorney/practice consultant, or that “in their experience, many of the contracts they reviewed had these features.”
- Always read over the revised and final copies of the contract with a fine tooth comb. Small (albeit significant) changes may be inserted that you might not catch in the final hour when you’re ready to just ‘sign and get it over with’. ■

SHIFT PERSPECTIVES

Wisdom from Amy Derick, MD

Most of the time a dermatologist thinks that when they are signing a contract they are selling their services. While this is true from the vantage point of the employer, I think it can be valuable to flip the perspective and view the negotiation from the viewpoint of a consumer.

When a consumer spends currency on a product or service, she wants to get the most value for the price paid. When you are spending your time on your job, you are purchasing the compensation your employer can offer. You want to make sure that you are getting the most value for the time “spent.” The “price” should include the time you will spend in the clinic, the time you will spend on your commute, and the time you will spend on work-related tasks outside the clinic, such as documenting.

Value can be defined differently by different consumers, but elements that will commonly factor into the calculation include total compensation earned (salary, bonus and other benefits), respect or prestige associated with the position, overall quality of life, and pleasurable working environment. Simplistic metrics, like percentage of collection and percent overhead, can sometimes be misleading and will not give you a complete picture of your potential opportunity.



And the winners are ...

The Young Physicians Task Force is pleased to announce the following raffle winners for 2012:

DermLite winners:

- Adriane Boyle, MD (UC San Diego)
- Esther Freeman, MD (Harvard Medical School)
- Lisa Muchard, MD (University of Wisconsin)

WDS Membership Winners:

- Shelley Cathcart, MD (University of Alabama at Birmingham)
- Megan Cherry, MD (University of Alabama at Birmingham)
- Jackie Dosal, MD (University of Miami)
- Reyhaneh Hamidi, MD (UCLA)
- Michelle Henry, MD (Mount Sinai School of Medicine)
- Erica Linnell, MD (St. Luke’s Roosevelt Hospital)
- Anthony Rossi, MD (St. Luke’s Roosevelt Hospital)
- Sonal Shah, MD (Northwestern University)
- Krisanne Sisto, MD (Loyola University)
- Sapna Vaghani, MD (Northwestern University)

Join the Young Physician’s Interest Group

If you are a young physician who would like to get more involved in the Women’s Dermatologic Society, consider joining our interest group! Under the direction of the Young Physicians Task Force, the WDS Young Physicians Interest Group was formed:

- To enhance young physician participation in WDS
- To increase young physician membership in WDS
- To modernize methods by which WDS members communicate with each other
- To modernize methods by which more established WDS members can provide guidance and mentorship to newer members

WDS members who express an interest in being part of this network may participate in breakfasts, retreats, e-mail communications, and other activities. For more information, please visit: http://www.womensderm.org/interest_groups/wds-yp/



Women's Dermatologic Society

As the WDS celebrates 37 years of helping women in dermatology realize and fulfill their greatest potential, now is the perfect time to contribute to the Legacy Fund. You can help us build a solid future for the WDS through the Legacy Fund. Make your pledge today!

The WDS Legacy Council wishes to recognize and thank the following donors who have made contributions through August, 2012, with their cumulative rose designation.

We would also like to extend our ongoing, sincere appreciation to all Red Rose donors, past and present.

RED ROSE \$5,000—\$9,999

Murad Alam, MD

In honor of Elizabeth McBurney, Amy Paller and Susan Weinkle

Diane Berson, MD

In honor of Florence Berson, Judge Edward Kakita and Geraldine Waldorf

Steve Clark, MD

C. Ralph Daniel III, MD

In honor of Lenore Kakita, MD, Sabra Sullivan, MD, Jean Bolognia, MD, Marianne O'Donoghue, MD, Judge Edward Kakita, and Boni Elewski, MD

Lisa Garner, MD

Janet Hickman, MD

In honor of Gloria Graham, MD

Julie Hodge, MD

Lenore Kakita, MD

In honor of Marie France Demierre, MD, Boni Elewski, MD, Victor D. Newcomer, MD, Allan Oseroff, MD, Susan Weinkle, MD, Florence Berson, Judge Edward Kakita, and Walter Shelley

Mary Lupo, MD

In honor of Maude Frances Martese Puissegur, Florence Berson and Susan Weinkle, MD

Amy Paller, MD

In honor of Edith Paller, Annebelle Cohen and Nan Esterly

PINK ROSE \$2,500—\$4,999

Wilma Bergfeld, MD

In honor of The Graham Family, The Drake Family and Dr. and Mrs. Hudson Fowler

Jean Bolognia, MD

In honor of Elizabeth McBurney, MD and Nan Esterly, MD

Valerie Callender, MD

In honor of Pearl Grimes, MD

Suzanne Connolly, MD

Mark Lebwohl, MD

In honor of Lenore Kakita, MD

Barbara Mathes, MD

Elizabeth McBurney, MD

In honor of Mary Lupo, MD, Judge Edward Kakita, Florence Berson, Chiang Sin-Mei Lu, MD, Geraldine Waldorf and Jane Maloney

Dedee Murrell, MD

In honor of Marie France Demierre, MD, Wilma Bergfeld, MD, Robert A. Briggaman, MD and Clayton Wheeler, MD

Richard Odom, MD

Elise Olsen, MD

In honor of Arline Olsen and Jennifer Cheesborough, MD

Rebecca Tung, MD

In honor of Wilma Bergfeld

Susan Weinkle, MD

In honor of Judge Edward Kakita, Florence Berson, Wilma Bergfeld, MD, Rekha Sheth, MD and Maude Puissegur

Darnell Wise, MD

YELLOW ROSE \$1,000—\$2,499

Tina Alster, MD

Diane Baker, MD

In honor of Frances Storrs, MD

Hilary Baldwin, MD

Karen Burke, MD

Cheryl Burgess, MD

Karen Burke, MD

Kimberly Butterwick, MD

Jean Carruthers, MD

Tamella Cassis, MD

In honor of Duane Buss

Raymond Cornelison, Jr, MD

Peggy Crawford, MD

Amy Derick, MD

Zoe Draelos, MD

In honor of Boni Elewski, MD

Boni Elewski, MD

Patricia Engasser, MD

James Ertle, MD

In honor of Elizabeth McBurney, MD and Marianne O'Donoghue, MD

Patricia Farris, MD

Gloria Graham, MD

In honor of Dorinda Shelley, MD, Lenore Kakita, MD, Boni Elewski, MD, Wilma Bergfeld, MD and Lynn Drake, MD

Keith Greathouse, MD

In honor of Jo Francis Greathouse, Florence Berson and Marie-France Demierre

Pearl Grimes, MD

Deirdre Hooper, MD

In honor of Pearl Grimes, MD

Cheryl Hull, MD

Shirley Jutzi, MD

Bryna Kane, MD

In honor of Judge Edward Kakita, Lenore Kakita, MD, Wendy Roberts, MD and Suzanne Connolly, MD

Arielle Kauvar, MD

Henry Lim, MD

Elizabeth McBurney, MD

In honor of Mary Lupo, MD, Judge Edward Kakita, Florence Berson, Chiang Sin-Mei Lu, MD, Geraldine Waldorf and Jane Maloney

Kappa Meadows, MD

In honor of Janet Hickman, MD

Michael Ming, MD

Ginat Mirowski, MD

In honor of the WDS

Mentorship Programs

Gordon Montgomery, MD

In honor of Mary Lupo, MD

Richard Odom, MD

Marianne O'Donoghue, MD

In honor of Walter Shelley, MD

Suzanne Olbright, MD

In honor of Marie France Demierre, MD,

Jean Bolognia, MD and

Elizabeth McBurney, MD

Margaret Parsons Sander, MD

Sandra Read, MD

Wendy E. Roberts, MD

Richard Scher, MD

In honor of Suzanne Connolly, MD

David Schwartz, MD

Kathryn Schwarzenberger, MD

Alan Shalita, MD

In honor of Yelva Lynfield, MD and Diane Berson, MD

Mary Spellman, MD

Sabra Sullivan, MD

Danine Summers, MD

In honor of Louis Friend, MD

Denise Tanzman, MD

In honor of Florence Berson, Gail Citrin and Diane Berson, MD

Selma E. Targovnik, MD

In honor of

Herbert Mescon, MD

James Taylor, MD

Nia Terezakis, MD

Virginia Toulmin, MD

Patricia Walker, MD

WHITE ROSE \$500—\$999

Lisa Anderson, MD

Brett Coldiron, MD

In honor of June Robinson, MD, Boni Elewski, MD, Lynn Drake, MD and Jean Bolognia, MD



Women's Dermatologic Society

The WDS wishes to thank the following donors who have made contributions as of August 31, 2012.

Dermatology and MOHS Surgery Consulting Staff

Jeanine Downie, MD

*In honor of Maude Frances Martese
Puissegur, Cheryl Burgess, MD and
Mary Lupo, MD*

Jeff Knight, MD

Mark Lebowhl, MD

Denise Metry, MD

Allison Metz, MD

DeDee Murrell, MD

*In honor of Marie France Demierre,
MD, Wilma Bergfeld, MD, Robert A.
Briggaman, MD and Clayton
Wheeler, MD*

Kishwer Nehal, MD

In honor of Florence Berson

Jason Olin, PhD

Margaret Olsen, MD

Elizabeth Ringrose, MD

Kristine Romine, MD

Nancy Ryan, MD

Richard Scher, MD

In honor of Suzanne Connolly, MD

Roberta Sengelmann, MD

Virginia Sybert, MD

*In honor of the WDS Mentorship Programs
and Nancy Esterly, MD*

Elizabeth Tanzi, MD

Marcia Tonnesen, MD

GOLD ROSE Up to \$500

Lindsay Ackerman, MD

In honor of Ron Hansen, MD

Fatma Alper, MD

Susan Amaturio, MD

In honor of Lenore Kakita, MD

Lisa Anderson, MD

Kelli Arntzen, MD

Maryam Asgari, MD

Erik Austin, MD

B. R. Avruskin, MD

Lynn Baden, MD

Eva Balash, MD

Rhonda Baldone, MD

Benjamin Barankin, MD

Channing Barnett, MD

Cynthia Bartus, MD

Carla Jean Bauman, MD

Betsy Beers, MD

Danette D. Bentley, MD

Robert & Sally Berman, MD

In honor of Florence Berson

Marianna Blyumin-Karasik, MD

Naana Boakye, MD

Susan Boiko, MD

In honor of Anne Lucky, MD

Ellen Borowka, MD

In honor of Florence Berson

Jonith Breadon, MD

J. Dea Browning, MD

Jan Brydon, MD

Anne Burdick, MD

Marilyn Byrne, MD

Janet J. Cash, MD

Tamella B. Cassis, MD

Roger Ceilley, MD

Anne Lynn Chang, MD

Nancy Chemtob, MD

In honor of Florence Berson

Annie Chiu, MD

Missy Clifton, MD

Melissa Coale, MD

Karen Collishaw, MD

Catherine Cotterman, MD

E. Patrick Creehan, MD

Quita Cruciger, MD

Clara Curiel-Lewandrowski, MD

Ronald Davis, MD

In honor of Nia Terezakis, MD

Doris Day, MD

Marie-France Demierre, MD

In honor of Lenore Kakita, MD

Kwame Denianke, MD

Amalie Derdeyn, MD

Carla Jean Bauman, MD

Brenda Dintiman, MD

In honor of Walter Shelley, MD

Jeanine Downie, MD

In honor of Maude Frances Martese Puissegur

Anagha Dudhbhate, MD

Bob Durst, MD

Karen Edison, MD

Anne Egger, MD

Lawrence Eichenfield, MD

In honor of Ilona Frieden, MD

Wesley King Galen, MD

Jodi Eisner Ganz, MD

Michelle Emery, MD

Nancy Esterly, MD

Leigh Eubanks, MD

Rebecca Euwer, MD

Laurie & Andrew Fishman, MD

In honor of Florence Berson

Sharon, Marshall, Br Fishman, MD

In honor of Florence Berson

Diane Ford, MD

In honor of Beverly Johnson, MD

Joyce Fox, MD

In honor of Margie Yasuko Furomoto, MD

and Florence Berson

William & Carol Fox, MD

In honor of Florence Berson

Sheila Friedlander, MD

Robert Friedman, MD

In honor of Florence Berson

Lynn Friedman, MD

In honor of Florence Berson

Sharon Gardepe, MD

In honor of Emily Omura, MD

Roy Geronemus, MD

In honor of Florence Berson

Dina Gerson, MD

In honor of Florence Berson

Barbara Gilchrest, MD

Anita Gilliam, MD

Anne Gillman, MD

In honor of Florence Berson

Brad Glassman, MD

In honor of Amy Derick, MD

Sharon A. Glick, MD

Linda Globerman, MD

Mona Gohara, MD

Michele Gonzalez, MD

Annette Gottlieb, MD

Leslie Gray, MD

Marisa Green, MD

In honor of Florence Berson

Fred Gretch, MD

In honor of Florence Berson

Gail Grossman, MD

Anna Guanche, MD

Elizabeth Hale, MD

In honor of Florence Berson

K. Renee Hamlet, MD

In honor of Andrew Hamlet

Evangeline Handog, MD

C. William Hanke, MD

In honor of Walter B. Shelley, MD and E.

Dorinda Shelley, MD

Julie Harper, MD

Laurie Harris, MD

In honor of Emily Berson's Graduation

and In Memory of Florence Berson

Adrienne M. Houghton, MD

Adelaide Hebert, MD

Edward Heilman, MD

In honor of Florence Berson

Shari Hicks-Graham, MD

Anita Highton, MD

In honor of

Janet Hickman, MD

Deborah Hilton, MD

In honor of Florence Berson

Molly Hinshaw, MD

In honor of Derek Cripps, MD

Andy & Karen Hirschberg, MD

In honor of Florence Berson

Sophie Hofstader, MD

Katherine Holcomb, MD

Nancy House, MD

Amy Huber, MD

Lauren C. Hughey, MD

Stacey Hunt, MD

Sarah Jackson, MD

Carolyn Jacob, MD

Sharon Jacob, MD

Ellen Jacobson, MD

Brooke Jackson, MD

William James, MD

Jill Javahery, MD

Marie-Louise Johnson, MD

Kay Johnston, MD

Merlina Joseph, MD

Continued on page 12



Women's Dermatologic Society

The WDS wishes to thank the following donors who have made contributions as of August 31, 2012.

Teri Kahn, MD
Stacy Kanter, MD
In honor of Florence Berson
Cheryl Karcher, MD
Julie Karen, MD
Brett King, MD
Amy Kirschenbaum, MD
In honor of Florence Berson
Eileen Kitces, MD
Heidi Kong, MD
Tanda Lane, MD
Leslie Lawley, MD
Rossitza Z. Lazova, MD
Dorene Lebowitz, MD
In honor of Florence Berson
Julie Letsinger, MD
Vicki Levine, MD
Wilson Liao, MD
Barbara Licznarski, MD
In honor of Marcelle Grassi, MD
Torello Lotti, MD
Elaine & Neil Lukow, MD
In honor of Florence Berson
Rebecca Luria, MD
Janet Maldonado, MD
Linda Susan Marcus, MD
In honor of Eugenia Marcus, Neil Marc Carlin, MD and Robert Adam Carlin, MA
Lynette Margesson, MD
Ellen Marmur, MD
Elizabeth Shannon Martin, MD
Elena Martinho, MD
Stephen Mason, MD
Stan & Diane Mayer, MD
In honor of Florence Berson
Michel McDonald, MD
Jonelle McDonnell, MD
Susan Teri McGillis, MD
Ginger Mentz, MD
In honor of Mary Lupo, MD
Allison Metz, MD
Caren Mikesh, MD
Elaine Miller, MD
Cindy & Ken Miller, MD & Family
In honor of Florence Berson
Allison Moosally, MD
Susan Moss, MD
In honor of Florence Berson
Michelle Mulvey
In honor of Diane S. Berson, MD
Carol Nadel, MD
In honor of Florence Berson
Karen Nern, MD
Amy Newburger, MD
Allison Nicholas-Metz, MD
Thomas Nicrotri, MD
In honor of Elizabeth Mc Burney and In memory of Martha Cadwell Innes
Antoinette Notaro, MD
Maureen Olivier, MD
In honor of Elizabeth McBurney, MD
Cynthia Olson, MD
Chinwe Onyekonwu, MD
Arisa Ortiz, MD
In honor of Tina S. Alster, MD
Julia Padgett, MD
Susan Pardee, MD
In honor of Josh
Michelle Pennie, MD
In honor of Mary Lupo, MD
Helene & Mark Popowsky, MD
In honor of Florence Berson
Phoebe E. Rabbin, MD
Anne Ramsdell, MD
Desiree Ratner, MD
Paul Rehder, MD
In honor of Patricia Walker, MD
June & Jay Reich, MD
In honor of Florence Berson
Amy Reisenauer, MD
In honor of Frances Storrs, MD
Marta Rendon, MD
Phoebe Rich, MD
Joyce Rico, MD
Brent Roberts, MD
Heather Dawn Rogers, MD
Nicole Rogers, MD
Diane Rose, MD
Marjorie Rosenbaum, MD
Karla Rosenman, MD
Amy Ross, MD
Peter & Jane Rubin, MD
In honor of Florence Berson
San Luis Dermatology
Kathleen Sawada, MD
In honor of Mary Sawada
Larissa Scanlan, MD
In honor of Tina Alster
Julie Schaffer, MD
Mimi Schatzberg, MD
In honor of Florence Berson
Cynthia Schlick, MD
Adriana Schmidt, MD
In honor of Sandra Read, MD and Michel McDonald, MD
Jimmy Schmidt, MD
In honor of Sandra Read, MD
Margery Scott, MD
Keeter Sechrist, MD
Shelley Sekula Gibbs, MD
In honor of Rachel Spiller
Karen & Steven Seltzer, MD
In honor of Florence Berson
Roberta Sengelmann, MD
Shabnam Shahabadi, MD
Sandra Shrader, MD
Daniel Siegel, MD
Jonathan Silver, MD
In honor of Florence Berson
Nanette Blythe Silverberg, MD
Joanne Simpson, MD
Randi Singman, MD
In honor of Florence Berson
Shari Skinner, MD
Lori Skopp, MD
In honor of Florence Berson
Kerrie Spoonemore, MD
Sharleen St. Surin-Lord, MD
Alison Stallings, MD
Leonard & Hermina Stein, MD
In honor of Florence Berson
Adrienne Stewart, MD
Louise Stewart, MD
Dana & Andrew Stone, MD
In honor of Florence Berson
Frances Storrs, MD
In honor of Diane Baker, MD
Cynthia Strohmeier, MD
Allison T. Vidimos Stultz, RPh, MD
Sumayah Taliaferro, MD
Irwin & Florence Tanzman, MD
In honor of Florence Berson
Susan Taylor, MD
Ella Toombs, MD
Rochelle Torgerson, MD
Donna Twist, MD
In honor of Florence Berson
Thomas Van Meter, MD
Tina Venetos, MD
Jennifer Vesper, MD
Karen Vigeland, MD
In honor of Memory of Marie Kasma
Marcia Wade, MD
In honor of Florence Berson
Jill Waibel, MD
Heidi Waldorf, MD
In honor of Florence Berson
Susan Wall, MD
Margaret Weiss, MD
William Werschler, MD
Tina West, MD
Patricia Westmoreland, MD
Margot Whitfeld, MD
Mary Williams, MD
Katy Lynn Wiltz, MD
Sophie Worobec, MD
In honor of Nia Terezakis, MD, Nancy Esterley, MD, Amy Paller, MD, Dennis Sest, PhD, Dorinda Shelley, MD and in memory of Louise Tavs, MD and Sophia Worobec
Cyndi Yag-Howard, MD
Inia Yevich-Tunstall, MD
Avis Yount, MD
Donna Zinman, MD

WDS HAPPENINGS

9th Annual Meeting of the Australasian Society for Dermatology Research

From May 22-24, 2012, **Dedee F. Murrell, MD** chaired the 9th Annual Meeting of the Australasian Society for Dermatology Research in Darling Harbour, Sydney. Approximately 250 people attended the meeting, held conjointly with the 3rd Australasian Wound & Tissue Repair Society, which incorporates both basic and clinical research dealing with dermatology, tissue repair and regeneration. Dr. Murrell is pictured here with guest speaker, David Woodley, MD, aboard the sunset harbor cruise to dinner at the Italian Kitchen, opposite the Sydney Opera House. Dr. Woodley is Professor and Chair, Department of Dermatology at the Keck Medical Center, University of Southern California.



From left: Guest Speaker David Woodley, MD and Dedee Murrell, MD enjoy a sunset harbor cruise during the Annual Meeting of the Australasian Society for Dermatology Research in Sydney, Australia.

ILDS Dermatology Summit

On June 3-5, 2012, the International League of Dermatological Societies (ILDS), the sponsor of the quadrennial World Congress of Dermatology, convened a summit to address current and future issues related to Global Dermatology. Leaders from over 50 member societies gathered in Berlin for the summit and the WDS was well represented by our President, **Janet G. Hickman, MD**. Pictured here are two WDS members who attended the ILDS Dermatology Summit: **Evangeline (Vangee) B. Handog, MD**, representing the International Society of Dermatology as its Secretary-General, and **Jean L. Bolognia, MD**, a member of the Board of the ILDS.



L to R: Evangeline Handog, MD and Jean Bolognia, MD at the International League of Dermatological Societies Summit in Berlin.

WDS AWARDS



The Women's Dermatologic Society is continuing to accept applications for the following award programs, according to the deadlines listed below.

Academic Research Award Program - Deadline: October 31, 2012

Mentorship Award Program - Deadline: November 1, 2012

Career Development Award Program

Applications may be submitted throughout the year but at least 3 months in advance of project start date.

Please visit our website at www.womensderm.org/grants for further information on all WDS award opportunities, including award criteria and applications.

Brisbane Networking Reception

The 3rd annual WDS Brisbane Networking Reception (sponsored by Abbott Australia) was held in conjunction with the 3rd World Congress of Dermoscopy and the 45th Annual meeting of the ACD in May. The reception was organized by **Dedee Murrell, MD** and **Cathy Reid, MD**.

Special guests Dr. Ketty Peris (Italy), Dr. Susana Puig (Spain) and Dr. Iris Zalaudek (Austria) - all eminent professors of dermatology and experts in dermoscopy - were introduced by Dr. Murrell and invited to share their thoughts on ways in which women dermatologists could be assisted with their careers. Dr. Zalaudek noted that in Austria there are specific grants only awarded to women to assist their research development.

Interestingly, each of the special guests brought their husbands to the reception - none other than dermatologists Dr. Sergio Chimenti, Dr. Josep Malveyh and Dr. Giuseppe Argenziano, also leaders in the field of dermatology. No doubt these talented men were impressed that their wives were the special invitees!



L to R: Event co-host Dedee Murrell, MD and guest speakers Susana Puig, MD, Ketty Peris, MD and Iris Zalaudek, MD, along with event co-host Cathy Reid, MD and Caterina Longo, MD.



L to R: Marius Rademaker, MD and Glenda Wood, MD with event co-hosts Cathy Reid, MD and Dedee Murrell, MD.

Munich Reception

A WDS Networking event was held in Munich Germany on July 23, 2012 during the Munich University Dermatologic Academy. Fadumo Korn, a very popular and distinguished German-Somali author, spoke on the cultural background regarding female genital mutilation and her fight against this widespread problem in East Africa. Ms. Korn is the author of *Born in the Big Rains: A Memoir of Somalia and Survival* (Women Writing Africa). More than 70 attendees were on hand for her presentation, along with the opportunity to network with colleagues and learn more about WDS from event host and Co-Chair of the WDS International Affairs Committee, **Luitgard Wiest, MD**.



L to R: Fadumo Korn (guest speaker), Luitgard Wiest, MD, and Professor Berthold Rzany.



L to R: Sabine Hintz, MD, Ulrike Blume-Peytavi, MD, Tatjana Pavicic, MD, guest speaker Fadumo Korn, Jutta Lazar (Merz Aesthetics, event sponsor), Luitgard Wiest, MD (event host) and Petra Becker-Wegerich, MD.

Get Involved! Host an Event!

For more information, please visit:
www.womensderm.org/events/networking

PRESIDENT'S MESSAGE

Continued from page 1

We also launched the TOPS (Time Out to Protect your Skin) program in 2012, which began with the installation of a sun protection structure and sun safety education at the Grace Church School in New York City, and continued with an outreach event at the school's May Fair. I was thrilled to join Service Committee Co-Chairs, **Kavita Mariwalla, MD** and **Mona Gohara, MD**, as they gave sun safety talks to children at the school.

The fall season brings even more activity and tremendous opportunities for our members to grow professionally and network among colleagues. As we go to press, the annual Rose Parade of WDS Cases is set to take place on Wednesday, September 26 at the 21st Congress of the EADV in Prague, Czech Republic. I'll be interested to hear from those who attend as to what 'pearls' they bring back to use in their practices.

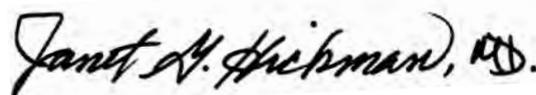
Following that, our Women's Dermatologic Surgeons Luncheon (at the 2012 ASDS Annual Meeting) will be held at the Hyatt Regency in Atlanta, Georgia on Saturday, October 13, 2012, and I know their program will be a worthwhile experience for those of us who attend.

I am delighted to see WDS Networking Receptions taking place worldwide, underscoring our presence as an international association. In this issue of the newsletter, you'll find photos from 2012 events in Australia and Germany. Next up: Maui, Hawaii, where "Choices of Life Paths in Dermatology" (co-located with MauiDerm 2013) will take place on Sunday, January 20th. Networking receptions offer a unique opportunity to interact with colleagues in your area. If you are interested in hosting an event, please visit <http://www.womensderm.org/events/networking.php> for more information.

If you're not already an active member of the Women's Dermatologic Society, I encourage you to find something you're passionate about and get involved! Perhaps you would like to contribute your time and expertise by serving on a WDS Committee. Please visit www.womensderm.org/committees for a complete listing of all WDS Committees and Task Forces (along with their respective mission statements and member rosters), and send us note if you would like to participate.

The WDS is proud to make awards and grants available to our members for Academic Research, Career & Community Advancement, Mentorship and International Travel. If you are not familiar with these opportunities, please visit www.womensderm.org/grants for guidelines, applications and submission deadlines. Be sure and check upcoming issues of the WDS newsletter for more information about our award winners and the unique work they are doing.

As you can see, we are much more than "ladies who lunch," but we do put on a great lunch! Plans are already underway for our next Annual Meeting Luncheon in Miami, FL. I hope all of you will save the date (March 3, 2013) and make every effort to help us celebrate 40 years of growth and success for the Women's Dermatologic Society!



Janet G. Hickman, MD, WDS President, 2012-2013

NOT A WDS MEMBER?

We're delighted that you are reading this issue of the Women's Dermatologic Society newsletter and invite you to enjoy many additional benefits of membership in our organization. We strive to help women in dermatology realize and fulfill their greatest potential, and hope you'll consider joining us. Our members (women and men!) represent a diverse cross section of professionals in the areas of private practice, academia, managed care and industry.

To learn more about our society and the many individuals serving our profession as Physicians, Leaders and Mentors, please visit our website (www.womensderm.org). Click Join WDS on the main menu for more information regarding types and benefits of membership, and instructions for applying online or by mail/fax. Becoming a member of the WDS can be a valuable part of your career, and we look forward to hearing from you! Please note: application fees and dues are waived for those applying for Resident Member status.

If your membership in the WDS has expired, click Join WDS from the main menu and use the Renew option.

Questions? - Please contact the WDS toll-free at 1-877-WDS-ROSE (937-7673) or send us an e-mail at wds@womensderm.org

MAKING A DIFFERENCE

WDS HITS RECORD YEAR OF COMMUNITY SERVICE OUTREACH

Thanks to outstanding participation by dynamic Women's Dermatologic Society members around the country, the WDS wrapped up its eighth consecutive year of community service outreach with record-breaking outcomes.

This year marks the second cycle of the three-year grant that was generously provided by La Roche-Posay to the WDS in support of the multiple award-winning campaign known as *Play Safe in the Sun*. While the program's mission and core elements have remained constant through the years—that is, to promote skin cancer prevention and sun safety awareness—the focus of *Play Safe in the Sun* has broadened outside of outdoor sports enthusiasts to reach diverse populations through a trans-generational and multi-cultural approach. In 2012, the expanded program included a range of large-scale family and women's events that attracted people of all ages, skin types and walks of life.

In addition to the program's diversification, another important innovation in 2012 was the introduction of a concentrated educational in-school program, known as TOPS, which stands for Time Out, Protect Your Skin. Through this initiative, WDS members "sun-proofed" a New York City school over a period of three months. Thanks to a collaboration with the school's faculty, administration and parents, the WDS integrated sun safety education and materials into the curriculum and provided a shade awning for the rooftop playground, sun safety hats, bracelets, sunscreen, free skin cancer screenings and interactive student talks given by Mona Gohara, MD and Kavita Mariwalla, MD, Service Committee co-chairs and Janet Hickman, MD, WDS President.

Inspired by the successes of the inaugural TOPS program, next year will bring an expansion to five new schools around the country. To oversee the effort, a TOPS Task Force has been formed and is currently busy developing school liaisons in different locales.

2012 Outreach Outcomes

- 825 free skin cancer screenings performed by board-certified dermatologists
- Overall average of 34% of individuals screened referred to dermatologists for further diagnosis/biopsy of suspicious sites
- 750 sun damage assessments conducted
- An estimated 25 suspected melanoma were identified
- 115 volunteers participated in *Play Safe in the Sun* this year
- 640 volunteer hours provided on behalf of the Campaign through major events.
- 80 additional hours volunteered through *Coast-to-Coast*
- 40,000 samples of free sunscreen distributed through outreach events
- An additional 7,500 samples of sunscreen distributed through WDS members' grassroots events via *Coast-to-Coast*
- To date, 11 member events presented through *Coast-to-Coast* around the USA
- Far-reaching pick-up of news releases yield audiences surpassing 500,000,000
- News about *Play Safe in the Sun* outreach included in 75 local and regional media outlets (print, broadcast, Internet)
- Several WDS members featured in Parents Magazine and People.com blogs addressing sun safety in connection with the TOPS initiative
- WDS members appeared on local television and university webisodes promoting sun safety and skin cancer prevention.

To volunteer for one of the upcoming activities, please visit: www.playsafeinthesun.org/volunteer/ ■

Thank you to all local WDS co-chairs and volunteers whose enthusiasm, hard work and dedication made this year a great success! To view highlights and photos from this season's events, please visit: www.playsafeinthesun.org

MAKING A DIFFERENCE



Large teams of WDS members in San Francisco, New York and Chicago volunteered at SELF Workout in the Park events this summer. These well-attended programs attracted enthusiastic women who were committed to their own health and eagerly underwent the free skin cancer screenings.



Representatives from the WDS, La Roche-Posay and the Grace Church School in New York City gathered on the school's rooftop playground in May to commemorate the new shade awning provided through TOPS, along with the culmination of months of sun safety education presented by the WDS.



The TOPS program made big news within the Grace Church School (pilot site), the WDS and national media. A photo from the ribbon-cutting ceremony when the shade awning was presented by WDS and La Roche-Posay appeared in Times Square!



At events around the country this summer, teams of WDS members conducted a total of 825 free skin cancer screenings.

COAST-TO-COAST Play Safe in the Sun



This year, WDS members participated in a range of grassroots skin cancer screening and sun safety education events in their own communities, and turned to the WDS for *Coast-to-Coast* sun safety kits for use in these events. Whether it was at a local zoo, school, hospital or a holiday parade, members had the opportunity to make a difference in the cities and towns where they work and live to promote skin cancer prevention.



MEMBER PROFILE

Continued from page 5

our understanding of the pathological processes involved in LS," she said.

Dr. Schlosser believes that her work in both OB/GYN and Dermatology allows her to bring a unique perspective to diseases and disorders that, until recently, were relatively unknown. She enjoys providing educational lectures on vulvar disease to diverse disciplines of gynecology, dermatology, internal medicine and physical therapy and is encouraged by those opportunities to build awareness among physicians from different subspecialties on medical issues specific to women.

READS & RECOMMENDS

Continued from page 7

on the New York Times Best Seller List for 64 weeks, has sold over 2 million copies worldwide and been translated into more than 30 languages. In 2012, Harvey released his second volume of advice to women entitled, *Straight Talk, No Chaser: How to Find, Keep, and Understand a Man*.

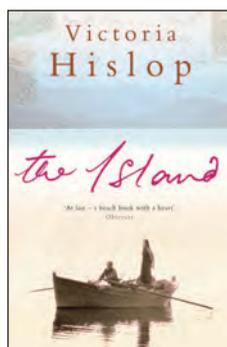
From **Rashmi Sarkar, MD**: "*Act Like a Lady, Think Like a Man* is part humorous, part frank. Steve Harvey gives a man's perspective to understanding relationships, love and intimacy, with delightful insight into a man's mind and tips for women on how to understand men better. A great weekend read!"

The Island

By **Victoria Hislop**

Alexis Fielding's mother, Sofia, has never spoken of her past; she only admits to growing up in a small Cretan village before moving to London. When Alexis decides to visit Crete, Sofia steers her to an old friend, Fotini, and promises that through her she will learn more. Arriving in Plaka, Alexis discovers its close proximity to the island of Spinalonga – Greece's former leper colony. From Fotini, she hears the story that Sofia has buried all her life: the tale of her great-grandmother Eleni and her daughters, and a family rent by tragedy, war and passion. In 2010, this immensely popular book was adapted into a 26-part drama *To Nisi*, which became the most successful television series ever broadcast in Greece.

The Island is recommended by **Dedee Murrell, MD**, who said, "I could not put this down. It is a real tear-jerker. Any dermatologist who wants to know about the impact that



Equally important to Dr. Schlosser is the time spent working with patients in a clinical setting, answering questions and engaging women in discussions about their own health. "That can be challenging at times," she says, "given how little many women know about their bodies, cultural pressures (what's 'OK to talk about') and generational boundaries. The good news is that today's women are taking more ownership of their health."

To learn more about Dr. Schlosser's work with lichen sclerosis, please contact her directly at BSchloss@nmff.org. ■

leprosy can have upon a family in the days before treatment should read and never forget this novel."

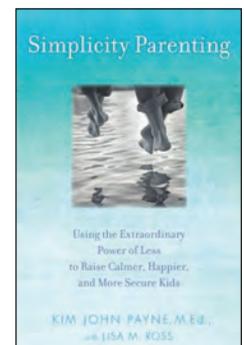
Simplicity Parenting: Using the Extraordinary Power of Less to Raise Calmer, Happier, and More Secure Kids

By **Kim John Payne & Lisa M. Ross**

Researcher, educator, counselor and private consultant Kim John Payne recognized the need for simplification in our lives when he saw the same signs of post-traumatic stress disorder in children from middle-class British homes as he had in children from refugee camps in Indonesia and Cambodia. "I realized that for both groups the sanctity of childhood had been breached," he said. As he began to simplify the lives of these children, he saw incredible results: they were happier, easier to manage, and doing better in school. For some, disorders like ADHD and OCD magically disappeared.

By simplifying the environment for children, we slow down their childhood to allow for the "essential unfolding of self... of identity, well-being, and resiliency." How to do this? Payne recommends four areas of our modern lives that need to be examined: Environment, Rhythm, Schedules, and Filtering out the Adult World.

Alex Springer, WDS Executive Director and mother of two, recommends *Simplicity Parenting* as "a book that provides practical advice for making busy lives a bit less hectic. As parents, it gave us the opportunity to reevaluate some of the choices we had previously made for our children." ■



WDS CAREER CENTER

Did you know that the WDS website features a career center for the benefit of our members, connecting them with new employment opportunities?

Job Seekers:

- ✓ Post your resume online today!
- ✓ Access the newest and freshest jobs available to professionals seeking employment.
- ✓ Create Job Alerts and have positions which match your search criteria emailed directly to you.
- ✓ Use your personal jobseeker account to find jobs, manage resumes, and set up job alerts.
- ✓ Log into your account anytime to manage your job search.

Employers:

- ✓ Quickly post job openings and manage your online recruiting efforts with ease!
- ✓ Check out our resumes and only pay for the ones that interest you.
- ✓ Reach the most qualified candidates by posting your job opening in the Career Center.
- ✓ We have recruitment products to fit your staffing needs and budget.
- ✓ Log in to begin managing your online recruiting account.

For more information, please visit www.womensderm.org.
From the main menu, open the Members drop-down list and select Career Center.

NEWS & NEWSMAKERS



- **Valéria Aoki, MD** has become the first woman nominated for Associate Professor of Dermatology - tenure track, at the University of Sao Paulo Medical School, Sao Paulo, Brazil. Dr. Aoki is pictured here (4th from left) on June 13 with her University of Sao Paulo Medical School colleagues (from left): Professor Vitor Manoel dos Reis, Professor (and Dermatology Department Chair) Cyro Festa Neto, and Professor Walter Belda Jr., along with Professor Hiram L. de Almeida Jr., Federal University of Rio Grande do Sul, School of Medicine, Brazil; and

Professor Maria Aparecida Moraes, State University of Campinas Medical School, Brazil.

- Congratulations and best wishes to **Lisa M. Grandinetti, MD**, WDS Editorial Committee Chair, and family on the arrival of baby Stella Adele on July 17!
- **Jenny Kim, MD, PhD**, Associate Professor of Clinical Medicine in the Department of Dermatology at UCLA Health Center and Co-Chair of the Medical Advisory Board at Camp Wonder, is pleased to report that Camp Wonder just celebrated its 12th year of providing children with chronic and life-threatening skin diseases from around the country a break from being a patient for a week so they can experience summer camp. An outreach of the Children's Skin Disease Foundation, Camp Wonder offers a safe, nurturing environment filled with positive energy and acceptance so campers can be comfortable in their skin, rather than singled out for being different. For more information about the Children's Skin Disease Foundation and Camp Wonder, please visit: <http://www.csdf.org/>

Continued on page 20



Women's Dermatologic Society
700 N. Fairfax St. Suite 510
Alexandria, VA 22314

NEWS & NEWSMAKERS

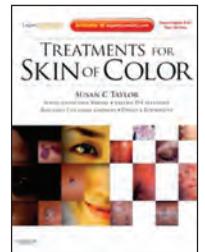
Continued from page 19

- **Marta I. Rendon, MD**, President of The Rendon Center for Dermatology & Aesthetic Medicine was honored as the DIAMOND Businesswoman by The Boca Raton Chamber of Commerce. This award recognizes a local businesswoman who is Dedicated, Inspiring, Accomplished, Motivated, Outstanding, Noble and Driven, has achieved success in her respective field and makes a difference in the Boca Raton community.
- **Rashmi Sarkar, MD** was elected as the Joint Secretary on the seven-

member Executive Committee of the National Indian Association of Dermatologists, Venereologists and Leprologists (IADVL) 2012. She was also nominated to the Board of Directors of the Society of Skin of Color (2012-14), the first international member outside the United States and Canada to join the board.

- **Susan C. Taylor, MD, Sonia Badreshia-Bansal, MD, and Valerie D. Callender, MD** are among the authors of *Treatments for Skin of Color: Expert Consult*, a comprehensive

reference textbook to help practitioners effectively diagnose and treat a wide range of skin conditions, with a particular emphasis on the nuances that exist in ethnic skin types. This 300+ page book includes 270 detailed illustrations, evidence-based findings and sections on complementary and alternative medicine. ■



Women's Dermatologic Society
700 N. Fairfax Street, Suite 510
Alexandria, VA 22314
Phone: 571-527-3115
Fax: 571-527-3105
Toll-free: 877-WDS-ROSE
(877-937-7673)
Email: wds@womensderm.org

Janet G. Hickman, MD *WDS President*
2012-2013

Lisa M. Grandinetti, MD *Newsletter Editor*
Alexandra Springer, CMP *Executive Director*
Laurie Schall, *Communications and*
Member Services

MISSION STATEMENT:

The mission of the Women's Dermatologic Society is to support dermatologists by striving to:

- Promote leadership
- Promote the development of relationships through mentoring and networking
- Demonstrate a commitment to service through community outreach and volunteerism;
- Provide a forum for communications and research relevant to women's and family issues
- Advocate excellence in patient care and education
- Promote the highest ethical standards

VISION STATEMENT:

The Women's Dermatologic Society is committed to issues relevant to women and their families.

This newsletter is supported by:

PROMIUS
PHARMA

GOT NEWS?

We need to hear from you!

Do you have suggestions for content that would be of interest to our readers?
Give us your ideas!

Have you been recognized for a professional accomplishment or community service activity?
Let us know!

Have you learned of someone else's achievement, but they're just too modest to speak up? Share it!

Ideas, news and updates are always welcome!
Please submit news and future topic suggestions to
Laurie Schall, WDS Newsletter Coordinator
lschall@womensderm.org