



Physicians Leaders Mentors

NEWSLETTER

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IN THIS ISSUE

President's Message	1
Living History	1
WDS Male Members	2
WDS Contributors	3
Member Profile	4
International News.....	5
WDS Donors	6
Young Physicians Task Force	8
WDS Happenings	8
Schedule of Events	9
Welcome New Members	10
Making a Difference	12-15
News & Newsmakers	16

PRESIDENT'S MESSAGE

Fall is here, and I am happy to report that WDS was quite active and in full swing over the summer! We welcomed new members of our management team at Talley Management Group, including a new Executive Director, Alex Springer and Program Manager, Donna Colavita. They join Amelia Ballinger, Meeting Manager; Shelby Truxon, Marketing & Communications Assistant; Diann Furfaro, Director of Accounting Operations and Nancy FitzGerald, Director of Communications. This team has worked closely with our various committees to continue all of the wonderful WDS programs.



DIANE S. BERSON, MD

The WDS International Leadership Forum, chaired by **Dedee Murrell, MD** was held in late May in Seoul, South Korea. The 80 attendees will attest that this event was a huge success and thoroughly enjoyed by all.

We had the opportunity to network with friends, make new acquaintances, and hear inspiring talks from WDS leaders, including **Jean Bolognia, MD; Wilma Bergfeld, MD; Lisa Garner, MD; Amy Paller, MD; June Robinson, MD; Wendy E. Roberts, MD** and **Susan Weinkle, MD**. The Philippine Dermatologic Society also hosted WDS members at its meeting preceding the World Congress. Networking events have also taken place in Australia, the Czech Republic, India and Germany. Photos of WDS friends from around the world can be seen on the WDS Happenings page in this newsletter.

In the United States, WDS luncheons were held at many events including the SID Annual Meeting co-chaired by **Kelly Cordoro, MD** and **Lauren Hughey, MD**; and the Mohs College Annual Meeting and ASMS Clinical Symposium both co-chaired by **Elizabeth McBurney, MD** and

Continued on page 2

Living History Interview: James S. Taylor, MD

By Lisa Grandinetti, MD

Male members of the WDS have played integral roles in the creation and development of this organization, and they continue to play a significant role in our current success. This Living History article highlights **James S. Taylor, MD**—a dermatologist well known to many for his academic pursuits in the field of contact dermatitis and occupational dermatology, as well as his involvement in various organizations such as the American Academy of Dermatology and the American Society of Contact Dermatitis. I had the opportunity to train under Dr. Taylor during dermatology residency at the Cleveland Clinic and have seen firsthand the passion and commitment that he brings to all of his endeavors. We recently had the opportunity to discuss his thoughts about membership and participation in the WDS.



JAMES S. TAYLOR, MD

When did you join the WDS and what made you join?

I have been a proud member of the WDS since the 1990's serving on the Audit Committee, the Board of Directors, and as member and later chair of the Awards Committee. I also participated in the WDS *Play Safe in the Sun* program. I joined because of my admiration for **Wilma Bergfeld, MD** and for **Fran Storrs, MD**, who suggested the mentorship program. And I have not been disappointed.

What role does the WDS play in the field of dermatology?

I have found the WDS to be an important and influential player on the local, state, national and international dermatologic stage and an organization which has made important contributions to patient care, volunteerism, and research; as well as member

Continued on page 10

From First Male WDS Resident Member to AAD President-Elect

By Marcelyn K. Coley, MD and Sharon A. Glick, MD

Daniel M. Siegel, MD was the first male resident to join the WDS. His strong desire for learning attracted him to the Women's Dermatologic Society. In order to attend a lecture at the WDS luncheon in 1984, membership was required. He judiciously signed up for what would turn out to be more than an *interesting lecture*, but instead a life-long relationship with the WDS.

Dr. Siegel is a native of New York. After completing training in dermatology at Parkland Memorial Hospital, he went on to complete a Mohs Micrographic Surgery and Dermatologic Surgery Fellowship at Baylor College of Medicine, Houston, Texas. In addition



DANIEL M. SIEGEL, MD

to his duties now as Clinical Professor of Dermatology and Director of an ACGME-approved Procedural Dermatology Fellowship at SUNY Downstate Medical Center, Dr. Siegel has received numerous awards, written over 100 peer-reviewed articles, and has given more than 400 lectures and presentations. He will serve as AAD president for the upcoming year.

Dr. Siegel enjoys staying on top of the most recent advances in computers and technology. One of

his interests is digital photography. He gives his residents tutorials on how to best implement clinical photography in dermatology in addition to critically analyzing published photographs. He is often sought after by both residents and colleagues for help with technological issues. His skills have been useful to the WDS where he has often provided assistance with technical support.

Dr. Siegel is known for his excellent surgical skills as well as his creative approaches to clinical management and analytical thinking. As the dermatology representative on the

Continued on page 10

President's Message

Continued from page 1

Saadia Raza, MD. A WDS Member Renewal Forum preceded the AAD summer meeting in NYC. **Kathy Hectorne, MD** and her committee organized a wonderful two days filled with various fun activities, camaraderie, networking and a panel of terrific speakers, including: Sam Horn, an award-winning communication strategist; Betsy Gotbaum, Former New York City Public Advocate; Nell Merlino, Founder & President for Count Me In for Women's Economic Independence; and Cathy Salerno, Vice President, Global Skincare Research & Development for Johnson & Johnson. WDS also hosted a Networking Reception during the meeting in NYC which was attended by almost 100 people.

The *Play Safe in the Sun* season has been filled with successes as we broke new ground in various ways to help educate the public about the importance of sun safety and skin cancer prevention, thanks to all of the dedication and hard work of so many WDS members around the country. Numerous WDS members volunteered in their communities throughout the summer, beginning in May, with member grassroots activities in their offices, local schools, hospitals and outdoor sporting events as a part of the WDS "Coast-to-Coast" program. In June, we held our first outreach geared for the breast cancer awareness community in St. Louis at the

Susan G. Komen Race for the Cure®, co-chaired by **Saadia Raza, MD** and **Stacey Tull, MD**—one of the largest such events in the world. Also in June, WDS volunteers reached out to record-breaking crowds at the Manayunk Arts Festival in Philadelphia, chaired by **Aradhna Saxena, MD**. In July, under the leadership of event co-chairs **Adrienne Stewart, MD** and **Kathy Sawada, MD**, WDS volunteers broke another screening record for the weekend at the USGA-run US Women's Open—another highly-attended event. At press time, **Latanya Benjamin, MD** was gearing up for the final major outreach of the year, to be held at the LPGA CME Group Titleholders tournament in Orlando, FL, November 18–20. Please read more about the WDS Service program on pages 12–14 of this newsletter issue.

I thank all of our committee chairs, participating members and management for making all of these events such a success!

Join us the weekend of the ASDS Annual Meeting for the WDS Networking Reception on November 4th, hosted by **Tina S. Alster, MD** and on November 5th for the WDS Networking Luncheon and Forum in Washington D.C. ■

Diane S. Berson MD

Diane S. Berson, MD, WDS President (2011-2012)

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The Women's Dermatologic Society wishes to acknowledge the following companies for supporting the Society in 2011.

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In Memoriam Maxfield Aaron Shacknai (2005-2011)

The WDS expresses condolences to long-time supporter Jonah Shacknai, CEO of Medicis, in the passing of his beloved son Maxfield Aaron Shacknai.

Donations in memory of Maxfield Aaron Shacknai are accepted by:

Whispering Hope Ranch Foundation

9045 E. Pima Center Parkway, Scottsdale, AZ 85258 or via their website www.whisperinghoperanch.org



Member Profile: Honor Fullerton-Stone, MD

By *Jenny Murase, MD*

We highlight **Honor Fullerton-Stone, MD**, WDS member, for her outstanding work in the care and management of breastfeeding mothers who present with nipple pain and areola dermatitis. Dr. Fullerton-Stone, board-certified in dermatology, practices at Menlo Dermatology Medical Group and is an adjunct clinical assistant professor at Stanford University Medical Center, Department of Dermatology. Well-known in the greater area of Menlo Park, a region of northern California, Dr. Fullerton-Stone is undeniably an authority in the treatment of mothers with breastfeeding complaints and has developed a referral practice for breastfeeding mothers. This past year, Dr. Fullerton-Stone collaborated with her colleague and friend **Jenny Murase, MD** and an outstanding medical student **Ms. Misha Heller, BA** on several projects related to maternal dermatologic health.

Ms. Heller is a fourth year medical student at the Keck School of Medicine of the University of Southern California (USC) applying for residency in dermatology. Recipient of USC's Dean's Research Scholarship, Ms. Heller performed a one-year research fellowship at UCSF Medical Center, Department of Dermatology. During this year of research, Ms. Heller developed 25 publications related to women's dermatologic health and other areas of medical dermatology.

Together, Dr. Fullerton-Stone, Dr. Murase, and Ms. Heller collaborated to create the largest case series to-date on Raynaud's phenomenon in breastfeeding mothers. This was a comprehensive chart review of 88 nursing mothers with breast pain. All patients were evaluated by Dr. Fullerton-Stone between January 2004



From Left: Jenny Murase, MD; Honor Fullerton-Stone, MD and Ms. Misha Heller, BA

and December 2010. Standardized patient questionnaires and physical exam reports were analyzed, and a 25-question telephone survey was administered to the 24 patients diagnosed with Raynaud's phenomenon of the nipple. Ultimately, this project helped to better define ways of recognizing and treating Raynaud's phenomenon in breastfeeding mothers. The results of this study have been presented at the Summer 2011 AAD in New York City. The findings will also be highlighted in a review article for the International Journal of Dermatology, entitled *Caring for New Mothers: Diagnosis, Management, and Treatment of Nipple Dermatitis in Breastfeeding Mothers* (submitted).

We would like to recognize Dr. Fullerton-Stone's sincere dedication to

the advancement of women's dermatologic health issues.

Titles and Affiliations

Honor Fullerton-Stone, MD (*Board Certified Dermatologist; Menlo Dermatology Medical Group; Adjunct Clinical Assistant Professor, Stanford University Medical Center, Department of Dermatology*)

Jenny E. Murase, MD (*Board Certified Dermatologist; Palo Alto Foundation Medical Group, Department of Dermatology; Assistant Clinical Professor, University of California, San Francisco Medical Center, Department of Dermatology*)

Misha M. Heller, BA (*4th year medical student, Keck School of Medicine of the University of Southern California, Dean's Research Scholarship Recipient*) ■

Definition of Raynaud's of the nipple by Dr. Stone-Fullerton and colleagues:

At least 2 of the following criteria must be met:

1. Color changes of the nipple, especially with cold exposure (i.e. blue, white, or red)
2. Cold sensitivity or color changes of acral surfaces with cold exposure
3. Chronic deep breast pain for 4 or more weeks and failed therapy with oral antifungals and/or antibiotics

WDS International Leadership Forum in Seoul a Resounding Success

By *Dedee Murrell, MD*

Over 80 international WDS delegates from 20 countries gathered at the World Congress in Seoul for the first WDS International Leadership Forum. The event had been in planning for over two years by the taskforce (Chair: **Dedee Murrell, MD**, Australia, and members **Jean Bologna, MD**; **Wilma Bergfeld, MD**; **Susan Weinkle, MD**; **Michel McDonald, MD** and WDS presidents **Wendy E. Roberts, MD**; **Lisa Garner, MD** and **Diane Berson, MD** from the USA; **Evangeline B. Handog, MD**, Philippines and **Rashmi Sarkar, MD**, India). The venue was selected by **Marcia Ramos e Silva, MD, PhD** and **Mary Maloney, MD** who had done site visits for the ILDS along with Korean medical students of Dr. Murrell in Sydney.

It began with a cocktail reception including a trio of musicians and three Korean Australian attendees wearing their mothers' traditional Korean dresses to welcome us. The next day included very entertaining talks on a variety of topics, most notably Antonella Tosti's lecture on "Success in Surviving in the Macho Environment" with references to her upbringing in Sicily. Insightful talks were given to us by Dr. Bergfeld on success in dermatology politics, **Amy Paller, MD** on research, Dr. Bologna on academic dermatology, **Ulrike Blume-Peytavi, MD** on clinical trials and **June Robinson, MD** on publishing/editing. International speakers also shared their knowledge on topics such as "Success in Dermatology Education with Limited Funding" by Dr. Handog, "Success in Korean Academic Dermatology for Women" by **Soyun Cho, MD** and "Success in Dermatology Migration" by Dr. Murrell.

During the WDS luncheon, WDS President Dr. Berson introduced the exciting awards only given out by WDS every four to five years at the World Congresses. Dr. Bologna presented the WDS International Pioneer Award to Dr. Handog of Manila, Philippines for her work in bringing together the two Philippine dermatologic societies into one. Dr. Murrell presented the WDS International Humanitarian Award to **Luitgard G. Wiest, MD** of Munich, Germany for her surgical and obstetric volunteer work in areas of war-torn areas over the past 30 years, including Ethiopia, Angola, Eritrea, Afghanistan and Colombia; to name only a few.

The afternoon ended with a roundtable discussion of "Tough Answers to Tough Questions" led by Dr. Roberts and Dr. Bologna, with panel members **Eulalia Baselga, MD**; Dr. Bergfeld,



From left: Diane Berson, MD; Vangee Handog, MD (International Pioneer Awardee); Jean Bologna, MD; Luitgard Wiest, MD (International Humanitarian Awardee); Dedee Murrell, MD.

Dr. Berson, Dr. Sarkar, Dr. Weinkle, and Dr. Wiest.

The WDS extends many thanks to all the speakers and WDS Staff for organizing such a fabulous meeting as well as to our sponsors, Mary Kay, Merz and Pierre Fabre Dermo Cosmetique for making it possible!! ■



From left: Min Hee Kim; Wendy E. Roberts, MD; Dedee Murrell, MD; Deanne Choi, Shelley Hwang.



From left: Doris Day, MD; Susan Weinkle, MD; Dedee Murrell, MD; Diane Berson, MD; Wendy E. Roberts, MD; Wilma Bergfeld, MD; Suzanne Olbricht, MD.



Women's Dermatologic Society

As the WDS celebrates its 36th year 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 thank the following donors who have made contributions from January 1, 2011 to August 30, 2011, with their cumulative rose designation.

We would also like to continually thank our Red Rose donors from past and present years.

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In honor of Lenore Kakita, MD
Susan Boiko, MD
In honor of Anne Lucky, MD
Susan Moss, MD
In honor of Florence Berson
Susan Pardee, MD
In honor of Josh
Susan Taylor, MD
Susan Wall, MD
Tanda Lane, MD
Teri Kahn, MD
Thomas Nicrotri, MD
In honor of Elizabeth Mc Burney and
In memory of Martha Cadwell Innes
Thomas Van Meter, MD
Tina Venetos, MD
Tina West, MD
Tomoko Chubachi
In honor of Marie-France Demierre, MD
Torello Lotti, MD
Vicki Levine, MD
William & Carol Fox, MD
In honor of Florence Berson
William James, MD
William Werschler, MD
Wilson Liao, MD

2012 Membership Renewal

Renew your membership today! Here are three easy options to continue the benefits of the WDS.

- 1. Renew online:** www.womensderm.org/members/renew
- 2. Renew by phone:** Call the WDS Headquarters at (877) WDS-ROSE.
- 3. Renew by fax:** Fax your invoice to the WDS Headquarters at (571) 527-3105.

Questions please contact the WDS at toll-free at 1-877-WDS-ROSE (937-7673)
or via e-mail wds@womensderm.org

YOUNG PHYSICIANS TASK FORCE

Young Physician's Corner: Maithily Nandedkar, MD

By Sumayah Taliaferro, MD

Maithily Nandedkar, MD is a dermatologist in private practice in Washington, DC. A graduate of Cornell University Medical College, she completed internship training at Washington Hospital Center and residency in dermatology at Howard University. Dr. Nandedkar is a superb clinician, but knows quite a bit about the world of electronic health/medical records (EHR/EMR) as well. Recently, the Young Physician's Committee called upon her to offer words of wisdom on the topic of EHR.

How did you begin to learn about EHR?

My personal physician used EHR in her practice and I thought she was stunningly efficient. Everything she needed was right at her fingertips. She never used paper and everything was documented by typing.

What criteria were important to you for selection of an EHR?

When I decided to start my own practice in June 2006, I knew I had to start with an EHR. I also knew it would be more efficient to couple it with ePrescribe capabilities and billing software. I looked for a system that had all three together because adding it piecemeal is not only expensive, but also inefficient. Also, I wanted an EHR that I could template. The more I know how to manipulate my system the less expensive it becomes. The ability to modify the template and write additional notes makes an encounter unique. I wanted to annotate images and use them to document exams. I also wanted to be able to ePrescribe and write notes to the pharmacy all in one step as well as add email messages to the chart as patient messages. I needed to template standard procedures and modify them when there is a change in the plan. Last-

ly, I wanted something that would allow me to bill an encounter the second I finish seeing a patient and before I move on to the next patient so at the end of the day I am finished with charts. I can do all of this and more.

What do you feel young physicians need to know about EHR?

Start your practice with an EMR coupled with billing and ePrescribe. I am still shocked when I see a physician start a practice in 2010 with paper charts. It is so dangerous to not be able to access your charts on the go. I can access my charts from home so if a patient calls I have the chart at my fingertips. While I usually have a good memory, it is better to have the chart in front of me when discussing patient care. I can document the encounter immediately and even ePrescribe a medication from home to any pharmacy in a 90 mile radius. ■

WDS HAPPENINGS

July 25 Networking Event — Munich, Germany



Attendees enjoy a tour of the Glyptothek collection of ancient Greek statues at the Glyptothek and Antikensammlung (Museum of Antiquities).



Catching up amidst Greek, Etruscan, and Roman art and antiquities at the networking reception in the Antikensammlung.

WDS Networking Reception in Perth, Australia

During the College's annual conference in Perth, Western Australia, the second Australian WDS Networking Reception was held, organized by the chair of the WDS International Affairs Committee, Dedee Murrell, MD and sponsored by Abbott Pharmaceuticals, Australia, at the 5 star Duxton Hotel. Our guest of honor was the Hon. Julie Bishop, deputy leader of the Liberal Party (currently in opposition) and MP for Curtin, WA. Some of our international guest speakers also attended, including WDS member and upcoming president of the AAD, Daniel Siegel, MD. Our outgoing and incoming presidents of the Australasian College, Ian McCrossin and Warren Weightman, were there along with WDS member and first female Secretary of the College, Cathy Reid. About 60 people attended, many of them women trainees in dermatology. Julie Bishop gave a talk about the priorities for the government in healthcare, particularly related to skin cancer prevention and treatment in Australia. Ms. Bishop announced that she aims to become Australia's first female Foreign Secretary/Secretary of State. We hope to make this an annual event at the ACD meetings. ■



From left: Hon. Julie Bishop with Jenny Menz, MD of Adelaide; Frances Tefany, MD of Bowral and Dedee Murrell, MD of Sydney at the WDS Networking Reception in Perth, Australia.



WDS members, from left: Liz Intong, ACD Secretary; Cathy Reid, ACD President; Ian McCrossin; Dedee Murrell, MD and Eleni Yiasemides.

August 1-3 Member Renewal Forum — Jersey City, NJ



From left: Kathleen Hectorne, MD and Cheryl Burgess, MD enjoying the Member Renewal Forum.



Diane Berson, MD (left) and Amy Derick, MD gear up for a belly dancing lesson during the Member Renewal Forum.

WDS SCHEDULE OF EVENTS

November 17-20, 2011

Play Safe in the Sun Campaign

LPGA Titleholders

Orlando, FL

Chair: Latanya Benjamin, MD

March 15-18, 2012

WDS Annual Meeting Luncheon

San Diego, CA

September 18, 2012

EuWDS-WDS Sister Society Meeting

during the Dermatology CILAD Meeting

(September 18-22, 2012)

Sevilla, Spain

Hosted by: Carmen Rodriguez Cerdeira, MD

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

NEW MEMBERS

Welcome to the WDS! You are now part of a growing and vibrant association of members from around the world. We encourage you to become active in the WDS by participating in events and joining committees. Information and sign-up forms are available at www.womensderm.org.

ACTIVE MEMBERS

Emily Altman, MD, FAAD
Sara Brooks, MD
Anne Chapas, MD
Connie Chung, MD, PhD
Rachael Clark, MD, PhD
Henry Clever III, MD
Terrence Cronin, MD
Aibing Guo, MD, MS
Bethany Hairston, MD
Shannon Humphrey, MD
Brandith Irwin, MD
Misbah Khan, MD
Shari Lipner, MD
Joseph Masessa, MD
Kimberly Morel, MD
George Hruza, MD
Jennifer Pennoyer, MD
Tiffany Pickup, MD
Aradhna Saxena, MD
Brooke Sikora, MD
Denise Smith, MD

Linda Stein Gold, MD
Paul Storrs, MD
Ingrid Warmuth, MD
Michelle Welch, MD

JOINT WDS/ EUWDS MEMBERS

Jo Lambert, MD
Ramon Michal, MD
Zenaida Petrescu, MD, PhD
Carman Rodriguez-
Cerdeira, MD
Lidia Rudnicka, MD

INTERNATIONAL E-MEMBERS

Soyun Cho, MD
Jennifer Menz, MD
Pooja Mrig, MBBS, MD,
DNB, MNAMS
Catherine Reid, MBBS,
FRACP, FACD

Michelle Rodrigues, MBBS,
FACD
Niken Trisnowati, MSC
Eleni Yiasemides,
MBBS(Hons), Mmed, FACD
Nadeem Zehra, MBBS,
MCPS

INTERNATIONAL RESIDENT E-MEMBERS

Juliana Boza, MD
Ningning Dang
Maria Ceferina Dayoan, MD
Suruchi Gupta, MD
Chitralekha Keisham, MBBS
Aruna Raghunathan Gupta,
MD
Alice Rudd
Sidharth Sonthalia, MD,
DNB, MNAMS
Wan Lin Teo, MBBS

CORPORATE MEMBERS

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Lynnel Anderson
Tina Cheng-Avery
Joseph Gulfo
Vincent Ippolito
Wendy Johnson
Manuela Leone
Stacey Moore
Yannick Raynaud
Monika Williams

GRADUATE (RESIDENT/ FELLOW) MEMBERS

Julia Kasprzak, MD
Kathryn Kent, MD
Kathryn Kerisit, MD, MPH
Gina Knapschaefer, MD
Tiffany Kwok, MD
Kerry Lavigne, MD
Lara Lee MD, PhD

Allison Legler, MD
Paula Malhotra, MD
Kuda Maloney, MD, MPH
Amanda Moon, MD
Jason Neustadter, MD
Gopal Patel, MD
Salma Pothiwala, MD, MPH
Parisa Ravanfar, MD
Kristen Rice, MD
Lori Sanford, MD
Mohammed Sharaf, MD
Larisa Speetzen, MD
Anne Marie Tremaine, MD
Diane Trieu, MD
Veena Vanchinathan, MD
Aruna Venkatesan, BSE, MD
Faith Whalen, MD
Ashley Wysong MD, MS
Jane Yoo, MD/MPP

Living History

Continued from page 1

education and leadership development. The mentorship program was the first in dermatology and has had many grateful participants.

Why do you think the WDS has been so successful?

The success of WDS is demonstrated by its large, active and enthusiastic membership which is united in a common bond of sense of purpose, service, personal and professional education, and friendship.

Dr. Bergfeld had a prescient vision in founding and leading the

WDS. The organization has fostered advancement of its members in a number of major leadership positions in organized medicine and dermatology and in academic dermatology. Membership is a bargain, is open to all, and offers readily available opportunities for networking, career and professional development. Members can also contribute to dermatology through membership on committees, or the many mentoring and volunteer activities. Men have been active in the WDS over the years and I found it a

The success of WDS is demonstrated by its large, active and enthusiastic membership which is united in a common bond of sense of purpose, service, personal and professional education, and friendship.

privilege to work with many women leaders in dermatology. It has been a fun and rewarding experience. WDS members are very creative and well-organized with an uncommon tenacity and commitment to dermatology. ■

First Male Resident Member

Continued from page 2

RUC commission, he has played a crucial role in valuing medical services not only for dermatology, but across all fields of medicine.

While it was the topic of discussion at that WDS luncheon that had gotten his attention, it is the work and mission of the WDS that has kept him involved for over 30+ years. Dr. Siegel currently serves on the Board of Directors and the Executive Committee of the WDS. Reflecting back to his first WDS retreat, Dr. Siegel recalls being the

only man present that year, a true testament to his strong character and dedication. Most importantly, he has served as a mentor to several women dermatologists including **Deborah Zell, MD**, his official WDS mentee. Dr. Zell would later become his fellow in Procedural Dermatology at SUNY Downstate Medical center, becoming the 5th female fellow to train under Dr. Siegel. Dr. Siegel is undoubtedly a well full of knowledge and a male pioneer for whom the WDS is greatly appreciative. ■

Meet the new WDS Staff Members!

Alexandra Springer, CMP, Executive Director



ALEXANDRA SPRINGER,
CMP

Alex, Executive Director and Certified Meeting Professional, has been working in the industry for over 10 years. During her career she has worked with both technical and medical associations. She has worked with groups ranging in size from 500 to 50,000 attendees.

Alex has experience in all meeting aspects including sponsorship, exhibit management and accreditation. She has a vast knowledge of budgeting and financial management and is always looking to create cost effective processes for her clients. Alexandra is also an active member of

PCMA and serves on the Providence, Rhode Island and Spokane, Washington Advisory Boards. She has impressed all of the associations she has worked on with her strong supervisory skills, her easy-going demeanor and her financial expertise.

Alex is the mother of two children, a son and daughter. She is an animal lover and has three dogs which add to her busy lifestyle. She enjoys cooking and reading.

Phone: 856-423-7222 x 248

Email: aspringer@womensderm.org ■

Donna Colavita, Program Manager



DONNA COLAVITA

Donna Colavita, Program Manager brings over 20 years of experience to WDS. She has been in the industry for over 10 years. She has worked with a variety of associations in the medical, nursing and financial fields serving audiences of 200 to 50,000. She is well versed in the accreditation process. Her biggest attributes are her rapport

with clients, colleagues, vendors and her attention to detail.

Donna is the mother of three boys and recently celebrated her 25th wedding anniversary. She enjoys the beach and interior design.

Phone: 856-423-7222 x238

Email: dcolavita@womensderm.org ■

Amelia Ballinger, Meetings Manager



AMELIA BALLINGER

Amelia Ballinger brings over five years of meeting planning experience to WDS. She has previously worked for a prestigious meeting and event planning firm in the Washington D.C. metropolitan area. She handled events and meetings throughout the continental US and internationally for several associations and corporations. Prior to

this, Amelia managed the Banquet department at a Hyatt hotel in the Washington D.C. area. In her spare time, Amelia enjoys going to the beach, biking, traveling and spending time with her family and friends.

Phone: 571-527-3115 x102

Email: aballinger@womensderm.org ■

Shelby Truxon, Marketing and Communications Assistant



SHELBY TRUXON

Shelby Truxon brings five years of expertise to WDS in the areas of administration, membership marketing, and communications. Shelby's clients have included professional associations from diverse industries such as healthcare, psychology, marketing and education. She has the ability to adapt using her various talents across multiple tasks with any association she works with. Her experience includes creating

and executing association membership marketing plans, designing and drafting marketing collateral, committee engagement, database functions, website management and social media updates.

In her spare time she enjoys volunteer work, graphic design and reading.

Phone: 571-527-3115 x279

Email: struxon@womensderm.org ■

MAKING A DIFFERENCE

Play Safe in the Sun: A Season of Firsts

2011 marks a pivotal stage in the evolution of the multiple award-winning WDS campaign, *Play Safe in the Sun*, which is now in its eighth year of community service. This year produced many exciting and important firsts at top-of-class events, which enabled WDS members around the USA to reach out to large crowds of highly diverse populations with the message of sun safety and skin cancer prevention.

First-Time Highlights at High-Profile Community Events: St Louis, MO: Susan G. Komen Race for the Cure®

In June 2011, WDS held its first-ever outreach geared for the breast cancer awareness community by participating in the St. Louis Susan G. Komen Race for the Cure®. The expanded focus was prompted by data indicating that breast cancer patients and melanoma patients alike face higher chances of developing the other form of cancer in their lifetimes. Co-chaired by **Saadia Raza, MD** and **Stacey Tull,**

MD, this bustling, lively local event is one of the largest of its kind in the world! As such, it attracted a wide cross-section of people representing all ages, all skin types and all walks of life. An enthusiastic volunteer team reached out to more than 65,000 race participants who greatly appreciated the skin checks and free sunscreen. In one day, volunteers provided 114 skin cancer screenings and referred 34% of individuals screened for further diag-

nosis/biopsy of suspicious sites. Special thanks to: Board-certified Missouri dermatologists who volunteered, including: **Melinda Chu, MD; Dee Ann Glaser, MD; Mary Guo, MD; Joe Muccini, MD; Saadia Lakhaney Raza, MD** (co-chair); **Michelle Tarbox, MD** and **Stacey Tull, MD** (co-chair). Additional volunteer support was provided by: **Daphne Marre, Patricia Moffett, Carol Neuwirth, Melissa Tucker** and **Everett Ansel.** ■

Philadelphia, PA: Manayunk Arts Festival

In another continued major effort to reach out to diverse types of people, the WDS *Play Safe in the Sun* Campaign returned to the Manayunk Arts Festival in Philadelphia, which drew in more than 150,000 people of all ages, socio-economic backgrounds and skin types. During two days of outreach, 190 individuals were screened and 30% were referred for further/diagnosis of suspicious sites on the skin. Special thanks to event chair, **Aradhna Saxena, MD** as well as many volunteers, including board-certified dermatologists **Christine Burkholder, MD; Lynn Klein, MD; Teri McGillis, MD; Elizabeth Spiers, MD; Barbara Vail, MD,** and **Dorothy Wilson, MD.** Additional support was provided by: **Amy Hahn, Marian Houston, David Kaspar, Judy Rems, RN; Ana Santos, Lindsay Spiers,** and **Iris Zulkowsky,** along with corporate representatives **Amanda Heshler; Kelli Rodriguez; Alyson Rosenfeld** and **Mike Scenna,** all of La Roche-Posay, and **Jason Cerge, Emily DeVore, Joe Starner** and **Jeff Weiner,** all of Medicis. ■

Florida Volunteers Needed!

The next *Play Safe in the Sun* outreach will be held November 18-20, in Orlando, FL at the LPGA CME Group Titleholders Tournament, from. **Latanya Benjamin, MD** will chair this event. Interested volunteers may sign up by visiting: www.playsafeinthesun.org. ■

Get Your 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.

Contact wds@womensderm.org
or call 1-877-WDS-ROSE (973-7673) for details.

MAKING A DIFFERENCE

WDS Reaches Out at the World-Class USGA Event Colorado Springs, CO—The US Women's Open

Since 2004, the WDS has been reaching out to golf enthusiasts at popular LPGA tournaments around the country. This year, we were able to secure special entrée to the US Women's Open, which is a major USGA event of global golf importance, coming in as health partners with the LPGA. This world-class event was held in Colorado Springs, under sunny skies at higher altitudes where the UV exposure is greater. The US Women's Open attracted more than 150,000 spectators, many of whom came without sun protection and thus greatly appreciated the free sunscreen and skin examinations offered. A record-breaking total of 428 skin cancer screenings were conducted, with 32% of individuals screened referred to dermatologists for further diagnosis/biopsy of suspicious sites. In addition to screening fans for three days, volunteers also screened the pro golfers and their caddies. This blockbuster event was co-chaired by **Adrienne Stewart, MD** and **Kathy Sawada, MD**, in their second time pairing up to present WDS outreach events in their area (The first time was at the Cherry Creek Arts Festival in 2006). Special thanks to this dynamic duo and their local volunteer team, including board-certified dermatologists **Cory Dunnick, MD**; **Ginger Mentz, MD**; and **Stephen Vitale, MD**. Additional volunteer support was provided by: **Miriam Gordon, Karen Holliday, Susan Ilett, Maureen Krumm, Carole Sloane, Emily Stevens, and Barbara Stewart**, along with corporate representatives **Alissa Renteria** (La Roche-Posay) and **Kristen Burden** and **Audrey Grote** (Medicis).

Thank you all for helping us to elevate the campaign to new heights!

Play Safe in the Sun By the Numbers

- Diverse populations of more than 365,000 people reached with expanded focus at three top-of-class events.
- 738 free skin cancer screenings provided by WDS volunteer dermatologists at three major ground-breaking events in St. Louis, Philadelphia and Colorado Springs.
- 21,000 sun safety and skin cancer educational materials given to the public.
- 47,000 free samples of sunscreen given to the public.
- 275 volunteer hours given to promote sun safety and skin cancer prevention.
- 725 national, regional and local news media outlets have covered *Play Safe in the Sun* stories.
- Expanded presence on YouTube, Facebook pages and Twitter.
- Estimated audiences reached through WDS media efforts to date this year exceed 235,650,000+.

Coast-To-Coast Covers the Country

In addition to our signature outreach events, WDS also offered members tools and support for use in their own grassroots outreach events, held in their own communities through the popular "Coast-to-Coast" program. So far this year, 26 members in 20 cities have participated in sun safety and skin cancer screening events at local schools, hospitals, community events, sporting events and in their offices. Sun safety toolkits are still available for ordering online by visiting: www.playsafeinthesun.org/coast2coast/toolkit. ■

Social Media Opens Up New Pathways for Educating the Public

As many WDS members can attest, the digital age opens up many exciting and innovative ways to educate the public about sun safety, skin cancer prevention and other important dermatologic issues. For example, in May, Stanford University conducted a live lunchtime Facebook chat featuring WDS Service Committee member **Latanya Benjamin, MD**, who is a pediatric dermatologist at Lucile Packard Children's Hospital. She answered various questions in real time about sun precautions for children, tanning beds, treating sunburns, and other skin-related issues. Service Committee co-chair **Mona Gohara, MD** also participated in a simi-

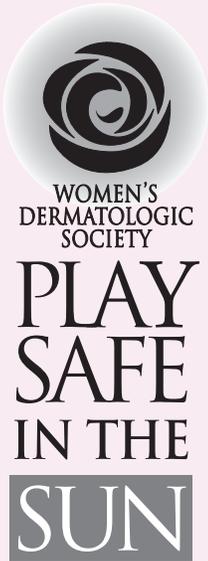
lar social media outreach through a pre-July 4th weekend Facebook chat for Parents Magazine, during which she answered parents' questions about sun safety.

How are you reaching out to your patients and the public about sun safety and other dermatologic concerns? We would love to hear about your innovations! Contact: media@womensderm.org.

Please be sure to visit the WDS Facebook page to keep abreast of all the latest news and activities. You may access our page by visiting www.womensderm.org and click on the Facebook icon. ■



MAKING A DIFFERENCE



Stacey Tull, MD and Saadia Lakhany Raza, MD, co-chairs of the St. Louis outreach, (3rd and 4th from left) assembled an incredible team of local volunteers who enthusiastically reached out to the receptive and appreciative crowds.



Enthusiastic *Play Safe in the Sun* volunteers shown, from left: Emma Vail; Aradhna Saxena, MD; Christine Burkholder, MD and Barbara Vail, MD. Three daughters of participating dermatologists volunteered!



Throughout the busy weekend in Philadelphia, the fantastic WDS volunteer team reached out to many visitors to the Manayunk Arts Festival.



Constant crowds flocked to the WDS *Play Safe in the Sun* booth at the US Women's Open in Colorado Springs, where WDS dermatologists performed a record total of 428 skin cancer screenings.



An incredible, enthusiastic volunteer team reached out to crowds topping 150,000 golf lovers at the US Women's Open. From left: Maureen Krumm; Kathy Sawada, MD; Karen Holliday; Carol Sloane; Adrienne Stewart, MD and Emily Stevens.

WDS-IADVL New Delhi State Branch Skin Camp for Children

By *Marcelyn Coley, MD*

Rashmi Sarkar, MD along with several other members of WDS from New Delhi, India and the Indian Association of Dermatologists, Venereologists and Leprologists (IADVL DSB), organized a skin camp for children as a part of their community service initiative. This joint effort took place on May 7, 2011 at an orphanage and school for girls. This exercise was very special and gratifying for the volunteers because they were able to serve over 600 students—and they were all girls!

The volunteers comprised of WDS members from India including **Vibhu Mendiratta, MD** (President, IADVL DSB); **Rashmi Sarkar, MD** (Honorary Secretary, IADVL DSB); **Pooja Arora, MD**; **Shuchi Bansal, MD**; **Aruna Raghunathan, MD**; and **Shivani Bashiyani, MD**. They received assistance from **Sudhanshu Sharma, MD**; **Saurabh Mittal, MD**; and **Pankaj Soni, MD** who are IADVL DSB members and aspiring WDS members. The team examined, diagnosed, and counseled 105 girls with skin problems in addition to dispensing topical ointments, lotions, creams, and powders which they had previously collected for the children. Most of the girls were afflicted with infectious diseases such as scabies, pyodermas, superficial fungal infections, and molluscum contagiosum. Other disorders such as acne, seborrheic dermatitis, polymorphic light eruptions, eczemas and pigmentary disorders were also seen and treated. In addition to providing them with medication, the girls were counseled and given a few pertinent “sun safety” tips. Those diagnosed with diseases that could not be managed at the camp were referred to local hospitals. It was indeed gratifying for Dr. Sarkar and the other volunteers to see the smiles on the faces of so many earnest girls.

The group plans to do a follow-up in the coming months. This is just the beginning; Dr. Sarkar plans to incorporate some of the *Play Safe in the Sun* Program tips pertinent to the Indian set-up in the future with the help of the 2011 WDS President, **Diane S. Berson, MD** along with Nancy FitzGerald, **Mona Gohara, MD**; **Kavita Mariwalla, MD**; **Wendy E. Roberts, MD** and **Mary Lupo, MD** in addition to looking at more pressing problems like infections and eczema in children.

Dr. Sarkar is a WDS member and International Representative on the Board of Directors. She currently serves as the Honorary Secretary of the Delhi Branch of Indian Association of Dermatologists, Venereologists and Leprologists (IADVL DSB). ■



From left (sitting): Shuchi Bansal, MD; Vibhu Mendiratta, MD (President, IADVL Delhi 2011); Rashmi Sarkar, MD (Hony Secretary, IADVL Delhi 2011); Pooja Arora, MD. From left (standing): Aruna Raghunathan Guptha, MD; Shivani Bashiyani, MD conducted a free skin camp for orphan girls at their school and residence.



Members at work counseling patients.



Members of IADVL Delhi pictured with male and senior residents of IADVL Delhi who joined hands in this endeavor.



Physicians Leaders Mentors

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

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NEWS & NEWSMAKERS

Compiled by Kristina Collins, MD

Jean Bologna, MD was presented with a 2011 American Skin Association Achievement Award for Vitiligo and Pigment Cell Research.

Sandra Read, MD, was appointed Co-Chair of the National Council of Skin Cancer Prevention.

The Society for Investigative Dermatology announced the appointment of **Barbara Gilchrest, MD**, as Editor-Elect of the Journal of Investigative Dermatol-

ogy. Dr. Gilchrest will begin her term as Editor on June 1, 2012.

Zoey Rose Glick, MD, a WDS member, received the 2011 Resident Research Award from the Society of Pediatric Dermatology for her paper, *Evidence Based Review of Cases of 'Diffuse Neonatal Hemangiomas'; Not One Disease But Many*.

A 2011 issue of *California Pediatrician* magazine featured the efforts of **Bryna Kane, MD** for her work in co-founding

and directing *Erase the Past*, an innovative outreach program in which free laser tattoo removal services are offered to former gang members and at-risk youth. Since its inception, over 102 tattoo removal clinics have been held at Long Beach Memorial Hospital with over 4,000 patient encounters.

Several WDS members received Dermatology Foundation awards in 2011:

Melody Eide, MD; Shasa Hu, MD; Sarah Arron, MD; Emma Guttman, MD, PhD; Daniela Kroshinsky, MD; Kinade Shinkai, MD, PhD; Jae Jung, MD; Peggy Myung, MD; Thahn-Nga Tran, MD, PhD; Mercedes E. Gonzalez, MD; Kathryn O'Reilly, MD

Thanh-Nga Tran, MD, PhD, and **Kelly O'Hanlon, MD** (formerly **Kelly Stankiewicz, MD**) are organizing the second annual benefit for the Vietnam Vascular Anomalies Clinic at the Goethe Institute in Boston on December 3, 2011 at 6pm. Dr. Tran is one of the founders of the Vietnam Vascular Anomalies Clinic, which has provided effective and safe hemangioma treatment for over 500 children in Saigon.



Physicians Leaders Mentors

Women's Dermatologic Society
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Alexandria, VA 22314

Phone: 571-527-3115

Fax: 571-527-3105

Toll-free: 877-WDS-ROSE
(877-937-7673)

Email: wds@womensderm.org

Diane S. Berson, MD *WDS President, 2011-2012*

Jenny Murase, MD *Newsletter Editor*

Alexandra Springer, CMP *Executive Director*

Shelby Truxon, *Marketing & Communications*

Assistant

This newsletter is supported by:

P&G Procter & Gamble

MISSION STATEMENT

- Identify, train and recognize women leaders in dermatology;
- Provide a forum for developing relationships through mentoring and building of coalitions;
- Provide a forum for the exchange of ideas and research relevant to women's issues;
- Promote the highest possible standards of ethics, support of research, patient care patient education and public education.

VISION STATEMENT

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

Please submit comments and future topic suggestions to Shelby Truxon at struxon@womensderm.org.