



Physicians Leaders Mentors

# NEWSLETTER

Volume 16, Number 1  
Winter 2012

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## PRESIDENT'S MESSAGE

**W**inter greetings to all! With my term as President of the Women's Dermatologic Society winding to a close, I can look back on a very busy year for WDS. We have hosted successful forums and networking events both locally and internationally and granted many awards and opportunities to our members.



DIANE S. BERSON, MD

This past October, **Boni Elewski, MD** chaired the WDS Rose Parade of Cases during the EADV conference in Lisbon, Portugal. Several WDS members presented cases to a room packed with over 100 attendees. Dr. Elewski, who also serves as Chair of the WDS Membership Committee, launched a membership drive in which volunteers are working together in a grassroots outreach effort to recruit new members into WDS.

In November, we completed our final *Play Safe in the Sun* event for 2011 in Orlando at the LPGA CME Titleholders tournament. Under the leadership of **Latanya Benjamin, MD**, this event led to more than 50% of attendees being referred to dermatologists for additional consultation.

Our participation at the ASDS conference in November was strong, where we experienced record breaking attendance at the WDS Networking reception hosted by WDS Vice President **Tina Alster, MD**. The Women's Dermatologic Surgeons hosted another successful luncheon this year, sponsored by the WDS Business Interest Group.

2011 has also been another year of transition for WDS, as we welcomed new staff members to the team at our headquarters office and continued to further our mission by expanding our membership around the world. As I write this message, WDS President-Elect, **Janet Hickman, MD**, is in New Delhi, India attending a WDS Networking event

*Continued on page 2*



## Paths to Success

You are invited to attend the

### 37th WDS Annual Meeting Luncheon

Sunday, March 18, 2012 • Noon – 2:00 pm

Hilton San Diego Bayfront

Indigo Ballroom • San Diego, CA

Leadership... Mentorship... Service



## NEW!

### 3-Year Membership Discount option for select member types.

Join or renew today at [www.womensderm.org](http://www.womensderm.org)!

## Become a WDS Mentor!

*Compiled by Jennifer Tan, MD*

**T**he WDS Mentorship Awards Program was designed to promote mentorship within the WDS by establishing long-term relationships between mentors and their mentees. This highly successful program has fostered many friendships while also 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, and in future issues of the newsletter, we'll highlight what some of our recent faculty participants have said about the program.



WILLIAM JAMES, MD

*"Being a mentor with the WDS Program is fun! What could be better than working with bright, enthusiastic, inquisitive women who are beginning their journey in our wonderful specialty? I get back more than I give, an old saying, but certainly true."*

**William James, MD**

*Vice Chair and Residency Program Director*

*Paul Gross Professor of Dermatology, University of Pennsylvania Department of Dermatology*

## President's Message

*Continued from page 1*

to promote the Indian-WDS joint membership, which will be voted upon at the Annual Meeting in March. Our sister society in India spearheaded the creation of such a joint membership to allow us to further the reach of the WDS internationally.

As our winter newsletter goes to press, preparations are in full swing for the 2012 WDS Annual Meeting. We encourage you to join us in San Diego in March during the AAD Winter Academy Meeting and network with our members at WDS events, including: the Practice Enhancement Reception at the office of **Kimberly Butterwick, MD**, in San Diego on Thursday, March 15th; the WDS Networking Reception in downtown San Diego on Friday evening, March 16th; and the WDS Annual Meeting & Luncheon at the Hilton San Diego Bayfront on Sunday, March 18th. Be sure to stop by the WDS Center at the San Diego Marriott Marquis to enjoy a beverage, snack or just sit and relax for a few moments.

Stay tuned for *Play Safe in the Sun* 2012 event notifications. Service Committee Co-Chairs **Mona Gohara, MD** and **Kavita Mariwalla, MD** have proposed a number of new and exciting opportunities for *Play Safe* in 2012, with a focus on children and families. It will be a very exciting year for the WDS Community Outreach.

I'd like to take a moment to encourage everyone (if you haven't already!) to renew your membership in the WDS for

2012. Perhaps you will consider renewing your commitment with our newly created 3 year membership plan. Whichever option you select, your renewed commitment to the WDS will ensure that we continue providing the mentorship and networking opportunities that we have all come to value so greatly. You can also help by encouraging your colleagues to join the WDS and reap the benefits you have found as a member of our organization; they will surely treasure these friendships.

Finally, I would like to extend a sincere 'Thank You' to all the members who have selflessly assisted me through my term, especially those committee members and chairs who devoted extraordinary amounts of time and energy to furthering our mission.

I have been proud to represent the Women's Dermatologic Society this year as your President and will enthusiastically continue to serve the organization as a dedicated member in the future. I thank my predecessor **Lisa Garner, MD** for all her insight and guidance and welcome **Janet Hickman, MD** as our new President. ■

Sincerely,

A handwritten signature in cursive that reads "Diane S. Berson MD".

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

## Calling all Dermatology Residents and Fellows: Get involved with the WDS!

Compiled by Jennifer Tan

**T**he Women's Dermatologic Society offers a variety of opportunities for dermatology residents and fellows. Here are 10 great ways to become involved:

1) Become a member (complimentary for current dermatology residents and post-dermatology residency fellows)! Apply online:

[www.womensderm.org/membership/app\\_03\\_current\\_resident](http://www.womensderm.org/membership/app_03_current_resident)

2) Participate in the WDS Mentorship program. Application requirements can be found online:

[www.womensderm.org/grants/mentorship](http://www.womensderm.org/grants/mentorship)

3) Apply to the WDS Academic Research Awards Program. Residents and early-career dermatologists performing basic science or clinical research are eligible to apply for funding. More information can be found online:

[www.womensderm.org/grants/research](http://www.womensderm.org/grants/research)

4) Attend the Annual luncheon at the AAD. Meet other WDS members, learn about new opportunities, and be inspired! [www.womensderm.org/events/luncheon](http://www.womensderm.org/events/luncheon)

5) Participate in WDS Networking receptions. Information regarding upcoming events is available at:

[www.womensderm.org/events/](http://www.womensderm.org/events/)

6) Volunteer for a local *Play Safe in the Sun* event, a WDS community outreach service. Visit:

[www.playsafeinthesun.org/events\\_2011/la\\_roche-posay](http://www.playsafeinthesun.org/events_2011/la_roche-posay)

7) Learn about upcoming events and connect with other members by becoming a fan of the WDS on Facebook!

8) Participate in the Young Physicians Interest Group, or join the listserve to learn more about the group. Information is available through:

[www.womensderm.org/interest\\_groups/wds-yp/](http://www.womensderm.org/interest_groups/wds-yp/)

9) Visit the online career center, which connects WDS members with employment opportunities. Visit online at: [www.jobtarget.com/home/index.cfm?site\\_id=2166](http://www.jobtarget.com/home/index.cfm?site_id=2166)

10) As you finish residency, consider joining the WDS Young Physician's Task Force and/or applying for a WDS Career and Community Advancement Award. Please visit:

[www.womensderm.org/grants/career\\_enh.](http://www.womensderm.org/grants/career_enh.) ■

## ELECTIONS

### 2012 WDS Officer and Board of Directors Candidates

*The WDS Nominating Committee proposes the following candidates for WDS Officer and Board of Director positions to be presented to the WDS membership at the Annual Business Meeting to be held at the Hilton Bayfront in San Diego on Sunday, March 18, 2012.*

#### President-elect (2012–2013)

**Amy S. Paller, MD**  
Chicago, IL

#### Vice President (2012–2013)

**Elise A. Olsen, MD**  
Durham, NC

#### BOARD OF DIRECTORS (2012–2016)

**Jane M. Grant-Kels, MD**  
Farmington, CT

**Dedee F. Murrell, MD**  
Sydney, NSW

**Adrienne M. Stewart, MD**  
Denver, CO

**Rebecca C. Tung, MD**  
La Grange, IL

### Career and Community Advancement Award Deadline March 31, 2012

**D**esigned to benefit the specialty and society alike, this expanded award program is now accepting applications. Awards of up to \$10,000 are available to help members grow professionally.

**For more information and to apply visit:**  
[www.womensderm.org/awards](http://www.womensderm.org/awards)

# WDS CONTRIBUTORS LADDER

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

## DIAMOND—\$250,000 AND ABOVE



**LA ROCHE-POSAY**  
LABORATOIRE DERMATOLOGIQUE

## PLATINUM—\$150,000–\$249,999



**Stiefel**  
a GSK company

## GOLD—\$100,000–\$149,999



**GALDERMA**  
Committed to the future  
of dermatology



**MEDICIS**

## SILVER—\$50,000 – \$99,999



**ALLERGAN**



**AMGEN**



**Pfizer**



**DERMIK**  
A business of sanofi-aventis U.S. LLC



**Neutrogena**



**ORTHO  
DERMATOLOGICS**



**SkinMedica**  
Our Secret is You



**Unilever**

## SAPPHIRE—\$25,000–\$49,999

Johnson & Johnson Consumer Products, makers of Aveeno • Mary Kay • Merz Aesthetics • Merz Pharmaceutical  
Obagi Medical Products • Procter & Gamble • Valeant Dermatology

## RUBY—\$10,000–\$24,999

Biopelle, Inc. • Christian Dior • CoverFX • Dermpath Diagnostics • Fibrocell  
Lumenis • Photocure ASA • Pierre Fabre Dermo-Cosmetique • Rogaine • Solta

## EMERALD—\$5,000–\$9,999

Athena Cosmetics • Lexington International, LLC • Michelson Diagnostics • Neostrata • PharmaDerm

## BRONZE—\$4,999 AND UNDER

Combe, Inc. • Cynosure • Elta • Hill Dermaceuticals • Philosophy • Skin Disease Education Foundation

## WDS Sponsor Profile: Christy DeSantis with Unilever/Dove

By: Michelle Pennie, MD

**S**ince 2005, Unilever/Dove has sponsored the WDS Women's Health Research Career Development Award for research that focuses on health issues that primarily effect women.



CHRISTY DESANTIS

This is a \$55,000 grant for three years (\$165,000 total) to support an academic dermatologist early in her career. Unilever/Dove recently renewed their commitment for another three-year grant to support research on women's dermatologic issues.

The idea of the WDS Women's Health Research Award started with WDS member **Lenore Kakita, MD** and Christy DeSantis with Unilever. Dr. Kakita wanted to support women pursuing research-focused careers in dermatology. Ms. DeSantis realized this opportunity to fulfill the Dove



mission to help women reach their full potential. With their common goals in sight, they created the WDS Women's Health Research Award.

Ms. DeSantis began her career at Unilever with the Dove brand. In listening to their customers, Dove heard that Dermatologists' recommendations and advice are really important to them, so her role was created to build a strong relationship with the Dermatology community. The success of her work has resulted in the expansion of her role to work across the entire personal care business at Unilever.

Since starting in her role of Health & Wellness Marketing Manager at Unilever/Dove eight years ago, Ms. DeSantis has been an avid supporter of the WDS. She is a familiar face at the WDS Luncheons and many networking events. In her role of building relationships with the dermatology community, she has focused

*Words from WDS members about Christy DeSantis:*

*"Supports mission of WDS—  
education, research,  
mentoring and networking"*

*"Vivacious, energetic, committed"*

her support on only a few organizations including the WDS and the Dermatology Foundation. According to Ms. DeSantis, "WDS Board and members-at-large of this organization are unparalleled in terms of their dedication, passion and thought leadership." She has enjoyed the collaborative relationship and valuable ideas and insights she has gained from her work with the WDS.

As more women enter the field of dermatology, Ms. DeSantis believes the mission of the WDS is even more critical. WDS support for career development, networking, education and training is essential to help women reach their full potential. ■

### 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](http://www.womensderm.org/members/renew)

**2. Renew by phone:** Call the WDS Headquarters office at (877) WDS-ROSE.

**3. Renew by fax:** Fax your invoice to the WDS Headquarters office at (571) 527-3105.

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



### 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](mailto:wds@womensderm.org) or call 1-877-WDS-ROSE (973-7673) for details.

## Dynamic Dermatology Duo: Peggy Crawford, MD and Tiffany Scharschmidt, MD

By Sharon A. Glick, MD

**W**e would like to celebrate **Peggy Crawford, MD,** and **Tiffany Scharschmidt, MD** a mother and daughter who represent two generations of membership in the Woman's Dermatologic Society. Dr. Crawford was inspired to pursue a career in dermatology after doing an elective during her fourth year of medical school at Northwestern with **Ruth Freinkel, MD,** an early role model who did pioneering work in the pathogenesis of acne. After graduation, she spent a year doing clinical research at the NIH. One of her mentors, **Maria Turner, MD** took her to her first meeting of the WDS. She matched at UCSF for dermatology and developed lifelong friendships with several of the attending faculty, one of whom, **Pat Engasser, MD,** became Dr. Scharschmidt's godmother.

Dr. Crawford has practiced at Kaiser in San Francisco for the past 31 years. During that time she has remained an active member of the WDS. She has served on the Board of Directors, headed the nominating committee and served on several other committees including International, Career Development, and By-laws. Twice, she has organized the WDS Annual Meeting Luncheon. Dr. Crawford is married to a gastroenterologist and in addition to her daughter, Dr. Scharschmidt, has a son who is in his third year of medical school at UCSF. Dr. Crawford loves exercise, traveling and going to the movies. She is particularly pleased that her son and daughter both live nearby and are in medicine.

Dr. Tiffany Scharschmidt grew up surrounded by her mother's dermatology journals and many of her colleagues and close friends. She was also influenced by her father who spent many years in academics and did laboratory research. Ultimately, she picked dermatology over internal medicine because dermatology offered numerous research opportunities and she enjoyed the complex medical dermatologic cases. She attended UCSF Medical School and prior to graduation



Tiffany (Cleopatra) and Peggy (Little Miss Muffet) Halloween 2011.

tion spent a year at the NIH as part of the Howard Hughes Research Scholars Program. Under the direction of **Julie Segre, PhD,** she investigated the role of filaggrin in the skin barrier and atopic dermatitis. After completing an internship in Internal Medicine at Stanford she entered a combined research and clinical dermatology residency at UCSF. Having completed the first two clinical years of her dermatology training, Dr. Scharschmidt is now researching interactions between microbiota and skin through genomics, chemistry and microbiology. She is married, enjoys running and is trying to learn to cook as well as her husband. Dr. Scharschmidt said that she has known about the WDS for many years from her mother and recalls being with her mom at the WDS luncheon when Dr. Engasser won the Rose Hirschler Award in 2005. She said that it was "a natural" for her to join.

October is a special month for both Dr. Crawford and Dr. Scharschmidt along with the rest of their family. For more than 15 years the family has hosted a Halloween party for their friends, colleagues and neighbors. The annual event attracts more than 500 trick-or-treaters. This mother and daughter pair exemplify the highest level of professional and personal achievement and balance. ■

## An Interview with Amy Derick, MD

By: *Sumayah Taliaferro, MD*

**T**he Young Physician's Task Force is proud to feature **Amy Derick, MD** to highlight a shining example of how to start a dermatology practice. Dr. Derick provides candid answers to questions many want to know when contemplating the arduous process of starting a practice. For residents and those facing this task, our featured physician offers great insight and a rare opportunity to learn first-hand from someone who successfully walked this path. Pull up a chair and grab a highlighter...this could be one to take notes!



AMY DERICK, MD

### 1. How did you know you wanted to start your own practice? Did you work with others prior to starting your own?

After completing my residency, I immediately launched my private practice. I have especially high standards, and I wanted the maximal control afforded by a private practice. Prior to launching my private practice, Derick Dermatology, I leveraged my personal contacts at WDS and ASDS so I could spend time with incredible “physician mentors” in their own private practices. For example, I shadowed **Jeff Dover, MD** and **Ken Arndt, MD** at their practice in Chestnut Hill, Massachusetts, and I spent time with the incomparable **Mary Lupo, MD** at her practice in New Orleans. I am grateful for these opportunities to learn firsthand from acknowledged leaders in private practice dermatology.

### 2. When did you begin planning? How did you start out (what was your process)? Could you give us a sense of your checklist?

In the spring of 2006, I began planning the launch of my practice, and I opened the doors to the practice in November of 2006. I initially had to answer such questions as what type of practice did I want, where did I want to build the practice, and who did I want on my team. The checklist became long, and included negotiating insurance contracts, finding physical space to practice, applying for privileges at hospitals, hiring staff, acquiring business and malpractice insurance, arranging financing, planning the layout of the office and clinic, purchasing supplies, meeting with vendors and reps, filing with CLIA, reviewing technology options, deciding about EMR, and figuring out who will do the billing.

### 3. Would you mind revealing any strategies you used, financially, to take on this herculean task? Any advice for accessing capital?

I believe my fortunate situation is in the minority because my generous parents paid for all of my education, thus I did not have student loans coming out of residency. Also, my husband had set aside some capital that he wanted to invest in the practice. Although I had a privileged, initial position of no debt, I did have to take on debt to establish my practice. I believe future dermatologists might find investors receptive to investing in a new dermatology practice supported by the type of detailed operational and market research I performed.

### 4. How did you select your location?

I set up my practice in the northwestern suburbs of Chicago—the same area where I grew up and went to high school. For my practice I chose a location close to my ever-helpful parents. Having my parents’ ongoing support has made dedicating the time required to start a business less stressful on everyone.

### 5. What were your greatest challenges starting out? What continue to be your greatest challenges?

The greatest challenge can be summarized by the Nike slogan: Just Do It. You must break through your mental resistance, and divide your work into small pieces of work for diligent handling. Little by little you’ll see big progress. One day, you’ll wake up to face the opening day of your practice. After your first patients are booked, there is no turning back. After a few months of operation, you’ll find that managing your medical staff is joyful but challenging. The challenge comes from making sure every member of your staff follows procedures to ensure the highest quality of healthcare. With constant attention, review, and training of your staff, you’ll witness everyone becoming more accountable and dependable.

### 6. Can you share any valuable advice you received from others when starting your own practice? What pearls/advice would you give?

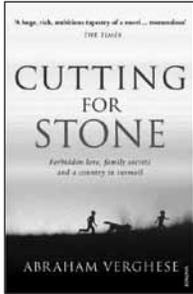
The best advice I received when starting was, “Be who you are, and let your patients find you.” This advice is

*Continued on page 8*

## Cutting for Stone

by Abraham Verghese

Verghese demonstrates remarkable prose style in this unforgettable journey into one man's remarkable life,



and an epic story about the power, intimacy, and curious beauty of the work of healing others. Set in Ethiopia and the United States, Marion and Shiva Stone are twin brothers born of a secret union between a beautiful Indian nun and a brash British surgeon at a mission hospital in Addis Ababa. Orphaned by their mother's death in childbirth and their father's disappearance, bound together by a shared fascination with medicine, the twins come of age as Ethiopia hovers on the brink of revolution. Ultimately, the political events in Ethiopia and family betrayals send Marion fleeing to the United States fresh out of medical school. He makes his way to America, finding refuge in his work as an intern at an underfunded, overcrowded New York City hospital. When the past catches up to him—nearly destroying him—Marion must entrust his life to the two men he thought he trusted least

in the world: the surgeon father who abandoned him and the brother who betrayed him.

## Shanghai Girls

by Lisa See

May and Pearl, two beautiful sisters living in Shanghai in the mid-1930s,



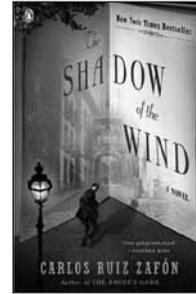
from a sophisticated and well-educated family. When family finances crumble due to their father's gambling habit, on the verge of bankruptcy, their parents sell them off to a Chinese-American man to become wives for his two sons in America. When the sisters leave China and arrive in Los Angeles they feel the harsh reality of leaving home. Once May discovers she's pregnant the situation becomes even more desperate with the two holding a secret that no one can ever know.

This novel's emotions and experiences are deeply entwined with their stories, the people and places they left behind, the hopes and dreams that kept them moving forward, and the strength and solace they found in each other.

## The Shadow of the Wind

by Carlos Ruiz Zafón

Set during and around the period of the Spanish civil war in 1945, Daniel, the son of a book seller finds himself fascinated



by a novel, *The Shadow of the Wind*, by an unknown author named Julián Carax. He wants to read more of his works, but as he begins to look for more books

by Carax, he finds that someone has been hunting down and burning every copy of Carax's work. As Daniel continues his search, he finds himself drawn into an old and dark mystery of love and betrayal. In the end, he learns the disturbing truth about Carax and his circle of friends and rescues Carax's literary legacy from the ashes.

As Daniel struggles to find his place in the world, he also finds himself working to understand Carax's life at the same age. The parallel love stories that develop in the two timelines reflect each other and form a framework that allows Daniel to learn lessons from Carax's life that he can apply to his own. Along the way, there is an array of colorful characters. It has mystery, suspense and humor.

—Recommended by  
Marcelyn K. Coley, MD

## Amy Derick, MD

Continued from page 7

incredibly insightful. At the very beginning of your practice, everyone you meet will be a new patient. Some patients will like your practice and some won't. Happy patients will return, and unhappy patients (thankfully for us, only a very few) won't return. Fast forward in time, and you will pleasantly see that almost 100% of your patients are happy.

### 7. What resources (e.g. books, websites, consulting

companies) would you recommend to help someone starting a practice?

I have had mixed results working with consulting companies. Some companies have been good and other companies have been a complete waste of time and money. For me, the best advice comes from other entrepreneurial physicians I have met through the WDS—an organization having a treasure trove of knowledge and experience. WDS members are generous with their time, advice, and assistance. ■



## Women's Dermatologic Society

As the WDS celebrates its 37th 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 October 31, 2011, with their cumulative rose designation.

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

### RED ROSE \$5,000—\$9,999

Elizabeth Sanders Jacobson, MD

*In honor of Boni Elewski, MD*

Shellie Marks, MD

*In honor of Boni Elewski, MD*

Diane Berson, MD

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

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*

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 and Florence Berson*

Steve Clark, MD

### PINK ROSE \$2,500—\$4,999

Cheryl M. Burgess, MD

Gloria F. Graham, MD

*In honor of Wilma Bergfeld, MD*

Pearl E. Grimes, MD

Ronald L. Moy, MD

Elise A. Olsen, MD

*In honor of Arline Olsen and Jennifer Cheesborough, MD*

Rebecca Clare Tung, MD

*In honor of Wilma Bergfeld, MD*

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*

Ginat Mirowski, MD

*In honor of the WDS Mentorship Programs*

Susan Weinkle, MD

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

Darnell Wise, MD

### YELLOW ROSE \$1,000—\$2,499

Athena Cosmetics, Inc

Zoe Diana Draelos, MD

*In honor of Boni Elewski, MD*

Deirdre Hooper, MD

*In honor of Pearl Grimes, MD*

Henry W. Lim, MD

Nia Katechis Terezakis, MD, FACP

Ann Christine Zedlitz, MD

*In honor of Mary Lupo, MD*

Tina Alster, MD

Diane Baker, MD

*In honor of Frances Storrs, MD*

Hilary Baldwin, MD

Karen Burke, MD

Jean Carruthers, MD

Tamella Cassis, MD

*In honor of Duane Buss*

Raymond Cornelison, Jr., MD

Peggy Crawford, MD

Amy Derick, 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, Wilma Bergfeld, MD*

Keith Greathouse, MD

*In honor of Jo Francis Greathouse*

*and Florence Berson, Marie-France*

*Demierre, 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

Michael Ming, MD

Gordon Montgomery, MD

*In honor of Mary Lupo, MD*

Richard Odom, MD

Marianne O'Donoghue, MD

*In honor of Walter Shelley, MD*

Suzanne Olbricht, MD

*In honor of Marie France Demierre*

Margaret Parsons Sander, MD

Sandra Read, MD

Wendy Roberts, MD

Richard Scher, MD

David Schwartz, MD

Kathryn Schwarzenberger, MD

Alan Shalita, MD

*In honor of Yelva Lynfield, MD*

Mary Spellman, MD

Sabra Sullivan, MD

Danine Summers, MD

*In honor of Louis Friend, MD*

Denise Tanzman, MD

*In honor of Florence Berson and Gail*

*Citrin*

Selma E. Targovnik, MD

*In honor of Herbert Mescon, MD*

James Taylor, MD

Virginia Toulmin, MD

Patricia Walker, MD

### WHITE ROSE \$500—\$999

Diane S. Ford, MD

*In honor of Cassandra McLaurin, MD*

Lisa Anderson, MD

Brett Coldiron, MD

*In honor of June Robinson, MD,*

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## WDS SCHEDULE OF EVENTS

**March 14–15, 2012**

**International Society of Dermatopathology**

15th Joint Meeting of the ISDP  
At the Westin Gaslamp Quarter  
San Diego, CA

**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

**For more information visit:**

**[www.womensderm.org/events](http://www.womensderm.org/events)**

## Opportunities with the WDS

*Kien T. Tran, MD, PhD, FAAD*

**T**he WDS offers many opportunities for its members including Mentorship Awards and Research Grants. These opportunities are open to all members, men and women alike. In recognition of WDS's diverse membership, below are some excerpts from male members who received awards in the past.

**Andreas Boker, MD, FAAD**

*University of Texas Southwestern*

**Research Project:** The Effect of Automated Text Message Reminders on Acne Patient Compliance with Topical Medications.

“The WDS Research Grant was instrumental for allowing me to fund my own research project during residency. It is a fantastic resource for residents and young dermatologists to get any investigational pursuit off the ground.”

**Adam Friedman, MD, FAAD**

*Albert Einstein College of Medicine*

**Research Project:** Investigation of Novel Nitric Oxide Releasing Nanoparticles as a Therapeutic Strategy for Wound Healing.

“The WDS research grant program provided me with the necessary funding at both a transitional and critical time in my career. This grant allowed me to successfully continue my research and obtain additional funding, making it possible to maintain my path in academic investigative dermatology.” ■

[www.womensderm.org](http://www.womensderm.org)

## WDS HAPPENINGS

### ASDS Meeting and Networking Reception



From left: WDS President, Diane S. Berson, MD with Past President Mary Lupo, MD; Vice President Tina Alster, MD; and Past President Wendy E. Roberts, MD.



WDS Networking Reception host and WDS Vice President, Tina Alster, MD (center) with UCI Dermatology residents.



Record number attendees mingle at the Washington Institute of Dermatologic Laser Surgery during the WDS Networking Reception.

# WDS HAPPENINGS

## WDS Networking Luncheon and Educational Forum – During the ASDS Annual Meeting



Attendees participate in a discussion during the WDS Educational Forum hosted by the WDS Business Interest Group.



Event host and Business Interest Group Co-Chair, Cheryl Burgess, MD with guest speaker Marilyne Woodsmall, PhD, during the WDS Educational Forum.



From left: Diane Ford, MD and Valerie Callender, MD enjoy the WDS Networking Luncheon hosted by the Women Dermatologic Surgeons Committee.

## WDS Networking Event – Dallas, TX



From left: Event co-host Shadi Kouros, MD; WDS Past-President, Lisa Garner, MD; event co-host Flora Kim, MD.



Derm and Dermpath attendees enjoy tea and pastries along with supporter Beth Lange, PhD from Mary Kay.

## MAKING A DIFFERENCE

# 2011 WDS Outreach Season Ends on a High Note

## Orlando, FL

**T**he WDS *Play Safe in the Sun* Campaign wrapped up an outstanding year of outreach in November with a highly successful event at the CME Group Titleholders LPGA Tournament, chaired by Service Committee member **Latanya Benjamin, MD**.

Thanks to an enthusiastic, hardworking team of local dermatologists and other volunteers, thousands of tournament fans, workers, players, caddies and members of the media received free skin cancer screenings and sun safety education—along with free sunscreen to protect their skin under sunny Floridian skies.

This event was record-setting in that 50% of the 205 individuals who were screened by volunteer dermatologists were referred for further diagnosis or biopsy of sites suspected to be in various stages along the continuum of cancer.

Interestingly, since *Play Safe in the Sun* began in 2004, the referral rate has fluctuated between 32-45% annually. Over the years, we have seen an apparent rise in awareness and receptivity about skin protection in this active population, but the idea behind our catchy slogan, “Re-apply every 9 holes!” still seems like a new concept for many people who mistakenly think that if they use a sunscreen with a higher SPF, that they are good for the day. So our eager and personable volunteers do an excellent job of educating the public about this point and other user-friendly tips for how to lead the sun-safe life when you love outdoor activities.

We greatly thank the following volunteers for participating in this event:

**Latanya Benjamin, MD** (chair), **Tace Rico, MD** and **Kathy Anderson, MD** for tirelessly performing the skin

cancer screenings during four days of screenings and educating the public about skin cancer prevention; and support volunteers, who helped spread the message about sun safety and gave out sunscreen: La Roche-Posay representatives **Suzy Luna**, **Barbara Pestana** and **Karen Stanley**; Medicis representatives **Fabio Munroe** (with son Nolan) and **Kristi Poppa**; Athlete Connections’ **Dan Cross**, and UCF medical student **Amy Iarrobino**. ■



All smiles for sun protection—From left, UCF Medical student Amy Iarrobino, La Roche-Posay representative Karen Stanley, LPGA Tour Player Brittany Linthicum and Latanya Benjamin, MD, event chair.



Reaching out for the cause—from left, Tace Rico, MD, Suzy Luna, La Roche-Posay representative and Latanya Benjamin, MD, event chair.



Helping hands—Shown from left, Nolan Munroe, father Fabio Munroe, Medicis representative and Kathy Anderson, MD.



Twins pairing up for sun safety!



Hundreds of Orlando-area young golfers stopped by for sunscreen and sun safety tips.

# MAKING A DIFFERENCE

## Sneak Preview of 2012 Outreach Schedule

**T**he WDS Service Committee has a very exciting slate of activities lined up for 2012, representing the continuing evolution of the *Play Safe in the Sun Campaign* to find new ways to serve diverse populations in need of skin cancer prevention outreach and sun safety education.

Building on our successes targeting outdoor enthusiasts, we are expanding our program to reach out to younger audiences and a broader mix of populations through the following approaches:

- **School-age children** at an urban school will learn about sun safety on an ongoing, lasting basis through our innovative initiative, **TOPS, Time Out, Protect Your Skin**. WDS volunteers will work with an adopted NYC school's teachers, parents, administrators and students to essentially "sun-proof" the school and instill good sun safety behaviors at an early age. The educational program will offer curriculum materials, in-school presentations, free skin cancer screenings at a school fair, and to "top it off," the gift of a simple "TOP"—a protective awning for the playground—along with individual "tops" for the schoolchildren in the form of their own sun safety hats with our adorable new *Play Safe in the Sun—TOPS "SUN-PROOFED!"* stamp.



- **Breast cancer awareness community, including women of all ages, all skin types and all walks of life** will benefit from the outreach at the Susan G. Komen Race for the Cure® in St. Louis, one of the largest breast cancer awareness events in the world. This will be our second consecutive year participating in this fantastic event, which was such a big hit for us last year, as chaired by Saadia Raza, MD and Stacey Tull, MD. We found that the huge crowds attending this event were very receptive to the message and most interested in the link between melanoma and breast cancer.

- **Diverse families and women 18-34**, will be reached by our participation in the Centennial Celebration of the Cherry Blossom Festival and the best-attended street fair in Washington, DC, the Sakura Matsuri—Japanese Street Festival.

- At press time, the WDS Service Committee was in the process of finalizing plans for additional outreach events serving major metropolitan areas.

Check out 2011  
*Play Safe in the Sun*  
highlights on  
[www.playsafeinthesun.org](http://www.playsafeinthesun.org)  
and on the  
WDS Facebook page!

Watch for details about these activities!

- **The full spectrum of populations** can be served through the WDS *Coast-to-Coast Play Safe in the Sun* program, which will continue to give WDS members the tools, resources and support to help them create their own outreach activities in their own communities.

Please watch for specific dates and information in our next newsletter and on [www.playsafeinthesun.org](http://www.playsafeinthesun.org) for volunteer opportunities! ■

## A ROUND OF THANKS

**T**hanks to all the WDS volunteers who helped us reach hundreds of thousands of people through *Play Safe in the Sun* in 2011. A special round of thanks to our fantastic and visionary Service Committee co-chairs, **Mona Gohara, MD** and **Kavita Mariwalla, MD** and the WDS Service Committee. We also wish to express our gratitude to La Roche-Posay for its generous support of our collaborative program. ■



## 2<sup>nd</sup> WDS Networking Reception and Retreat (New Delhi) Celebrates “Women of Substance”

**O**n Saturday, December 10, 2011 approximately 50 participants attended the “Women of Substance” 2<sup>nd</sup> WDS Networking Reception and Retreat at the Hotel Eros (Hilton), New Delhi, India. The event preceded the Annual Conference of the Indian Association of Dermatologists, Venereologists and Leprologists, Delhi State Branch.

Hosted by **Rashmi Sarkar, MD** (Associate Professor—Department of Dermatology, Maulana Azad Medical College and LNJP Hospital, New Delhi), and inaugurated by WDS President Elect (2011-2012) **Janet Hickman, MD**, the retreat featured talks on a variety of subjects, including *Tips for Success, Difficult Demands, and Making it Work!*

A sumptuous lunch, featuring many local delicacies, was enjoyed by all.

Event host, Dr. Rashmi Sarkar noted: “Talks given by the residents and senior residents—including *Long Distance Relationships, Grooming and Pampering Yourself in a Busy Schedule and The Value of Good Mentors*—were fresh and insightful. It was wonderful having Janet (Dr. Janet Hickman) with us! How wonderful if **Diane Berson, MD** (WDS President) could have joined us, although she was certainly there in spirit!”

“I would like to compliment Dr. Sarkar’s organization of the event,” said Dr. Janet G. Hickman, WDS President-Elect, “as well as her residents for their hard work and skillful presentations.

WDS Mentorship Award Recipient **Anisha Patel, MD**, wrote “I just returned from an amazing 4-week experience in New Delhi, India, where I had the pleasure of working with **Raj**

**Kubba, MD** and **Asha Kubba, MD**, visiting **Rashmi Sarkar, MD** and **Vijay Garg, MD** at Maulana Azad Medical College, attending the annual Delhi state derm meeting, and participating in the Delhi WDS Networking Reception...it was a great meeting and a great month!”

Ten new members of WDS were welcomed during the Networking Reception and Retreat in New Delhi, each receiving copies of *Petals and Pearls*, the WDS gold pin and WDS Newsletter. Many thanks to event sponsors: Invida, Salve and Mohrish. ■



“Women of Substance” 2<sup>nd</sup> WDS Networking Reception and Retreat participants in New Delhi, India included Asha Kubba, MD, Rashmi Sarkar, MD (event host), Anisha Patel, MD and WDS President-Elect, Janet Hickman, MD.



Attendees enjoying the 2<sup>nd</sup> WDS Networking Reception and Retreat in New Delhi, India, along with WDS President-Elect, Janet Hickman, MD (third from right).



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## NEWS & NEWSMAKERS

*Compiled by Kristina Collins, MD*

**Maral Kibarian Skelsey, MD** was appointed Consultant to the General and Plastic Surgery Devices Panel, Medical Devices Advisory Committee at the Food and Drug Administration, Department of Health and Human Services.

**Marie Jhin, MD** authored a new book, *Asian Beauty Secrets: Ancient and Modern Tips from the Far East*. Ranked the #5 Bestseller in the Skin Ailments/treatments category. Dr. Jhin's book discusses the science behind time-honored

Asian traditions and modern, cutting-edge procedures, traditional medicine, and antioxidant foods. Dr. Jhin received the 2011 Entrepreneur Leadership Award by Asian Women in Business in New York City on Oct 19th.

**Esther Freeman, MD** was selected as a Member Making a Difference, part of the AAD Leadership Circle for Volunteerism Program. Her work in international public health was featured in *Dermatology World* magazine and

she will be honored at the Recognition Luncheon during the 2013 AAD Annual Meeting. In West Africa, Dr. Freeman worked on projects aimed at reducing STD transmission. In Peru, her efforts focused on communities endemic for leishmaniasis improve understanding of the disease and local treatment. Dr. Freeman is a resident in the Harvard Combined Residency in Dermatology.

Three WDS members were awarded Cutting Edge Research Grants by the ASDS this year:

—**Edidiong C. N. Kaminska, MD**, for “Treatment of Actinic Keratoses in Healthy and Immunosuppressed Patients: A Randomized Split Face Comparison of Sequential 5-Fluorouracil (5-FU) and 5-Aminolevulinic Acid Photodynamic Therapy (ALA-PDT) to 5-FU or ALA PDT”

—**Arisa E. Ortiz, MD**, for “A Randomized, Placebo-Controlled Study of the 1320 nm Nd:YAG Laser for Treatment of Onychomycosis”

—**Jill S. Waibel, MD**, for “Treatment of Hypertrophic Scars Using Laser Assisted Corticosteroid Delivery VS. Laser Assisted 5-Fluorouracil Delivery” ■



Physicians Leaders Mentors

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

Jenny Murase, MD *Newsletter Editor*  
Alexandra Springer, CMP *Executive Director*  
Laurie Schall, *Communications and Member Services*

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### 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 Laurie Schall at [lschall@womensderm.org](mailto:lschall@womensderm.org).