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!

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.

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Living History Profile:
Wilma Fowler 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.

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
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
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

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.
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 hugs 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!
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 Olbricht, MD, and the philosophy of Jean Bolognia, 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

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Combe, Inc. • Cynosure • Dermlite • Elta • MauiDerm • Philosophy • TaroPharma
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 moves, anticipating his moves and countering with unstoppable offense and defense remained Continued on page 18
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.
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.

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)

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

And the winners are …

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/
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, Sabra Sullivan, MD, Jean Bolognia, MD, Marianne O’Donoghue, MD, Judge Edward Kakita, and Boni Elewski, MD
- Lisa Garner, MD
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- In honor of Gloria Graham, MD
- Julie Hodge, MD
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- 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
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  - In honor of Elizabeth McBurney, MD and Nan Esterly, MD
- Valerie Callender, MD
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**YELLOW ROSE $1,000—$2,499**
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  - In honor of Dorinda Shelley, MD, Lenore Kakita, MD, Boni Elewski, MD, Wilma Bergfeld, MD and Lynn Drake, MD
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  - In honor of Jo Francis Greathouse, Florence Berson and Marie-France Demierre
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- Deirdre Hooper, MD
  - In honor of Pearl Grimes, MD
- Cheryl Hull, MD
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- Arielle Kauvar, MD
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- Kappa Meadows, MD
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- Michael Ming, MD
- Ginat Mirowski, MD
  - In honor of the WDS Mentorship Programs
- Gordon Montgomery, MD
  - In honor of Mary Lupo, MD
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  - In honor of Walter Shelley, MD
- Suzanne Olbricht, MD
  - In honor of Marie France Demierre, MD, Jean Bolognia, MD and Elizabeth McBurney, MD
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  - 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
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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/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 Malvehy 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!

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.

Get Involved! Host an Event!

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

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!

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.

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

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.
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 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.”

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 sclerosus, please contact her directly at BSchloss@nmff.org.
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.

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**NEWS & NEWMASkERS**

- **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/

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• **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.

**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: