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PRESIDENT'S MESSAGE

As WDS readies to celebrate its 35th Anniversary at the Annual AAD meeting in Miami, this is a time for remembering our roots and reflecting on the wonderful journey we have shared.

In 1973, **Dr. Miriam Reed** and **Dr. Wilma Bergfeld** organized a small gathering inspired by the need for women dermatologists to gather together and network. That first networking event sparked the formation of the WDS--today an organization with over 1,600 members worldwide in 25 countries, with an 8% male membership.



WENDY E. ROBERTS, MD

In 1993, the WDS Mentorship program was spawned through the generosity of **Dr. Francis Storrs** and the vision of **Dr. June Robinson**. This cornerstone WDS program celebrated 16 years of

mentorship success in 2009. To date, more than 400 mentorship awards have been given, with countless stories that demonstrate the mutual rewards and benefits of this model program.

As you will see in this internationally-focused newsletter, the "Wonderful World of WDS" has broadened its impact and deepened its connections all over the globe.

Dr. Jean Bolognia, 2009 recipient of the ILDS Certificate of Appreciation, fosters international relationships by reaching out in the global dermatology community.

As part of our cross-cultural bonds of collegiality and friendship, many of us have participated in international meetings throughout the year, as you will read about in this issue. With the recent typhoon disaster in the Philippines, WDS extended support to help **Dr. Vangee Handog's** efforts to aid her country.

Within WDS, we are growing to meet the needs and interests of our diverse membership. We are extremely proud

Continued on page 13

You are invited to attend

*35th Emerald Anniversary
Annual Meeting Luncheon*



Sunday, March 7, 2010

12:00 p.m. • Americana Ballroom
Loews Miami Beach Hotel • Miami, FL

The WDS keepsake book, *Petals & Pearls*, will be distributed at the 35th Annual Meeting Luncheon. Please watch for details in your AML invitation about how to reserve your complimentary copy and order additional copies! Contact wds@womensderm.org for more information.

WDS Makes Strong Showing at the 10th International Congress of Dermatology in Prague

By *Dedee Murrell, MD, Chair of the WDS International Affairs Committee*

The International Society of Dermatology (ISD) celebrated its 50th birthday during its 10th World Congress recently in May in Prague and WDS was well-represented by many attending members from all over the world. More than 4,400 delegates attended from over 100 countries.

Jean Bologna, MD, as Chair of the Scientific program for the 10th ICD, had suggested that a special Maria Duran Symposium be held at the 2009 ISD and invited many WDS leaders to participate. Hence, many WDS members attended the conference and the WDS reception that took place at this meeting.

The congress chair, Professor **Jana Hercogova, MD, PhD**, is not only a WDS member but the first woman to chair an ISD international congress. She was awarded the 2009 Maria Duran Medal at the opening address, presented by **Drs. Evange-**

line (Vangee) Handog and **Dedee Murrell**. **Dr. Hercogova** established the ISD's Maria Duran Committee (MDC) in 2000, which recognizes women leaders in dermatology and dermatologists who have made significant contributions to dermatologic conditions affecting women and children by awarding the Maria M. Duran Medal. The memory of Maria

M. Duran is also honored through the sponsorship of lectureships at regional and international meetings and fellowships for young women dermatologists to attend these programs.

After Dr. Hercogova's MDC term ended in 2004, Jean Bologna, MD became the next chair, and recruited international women leaders to the MDC up to 2009, including: **Evangelina Handog, MD**, Philippines, who became the next Chair; **Dedee Murrell, MD**, Australia (incoming Chair of the MDC); **Tania Cestari, MD**, Brasil; **Marcia Ramos-e-Silva, MD**, Brazil; **Marianne O'Donoghue, MD**, USA; **Sandy Read, MD**, USA; **Antonella Tosti, MD**, Italy; **Jana Hercogova, MD**, Czech Republic; and **George Reizner, MD**, USA, who served as liaison with the International Journal of Dermatology, of the ISD.

Vangee Handog, MD was elected the incoming Secretary-General of the ISD for the next 5 years; Jean Bologna is Chair of the Membership Committee; several WDS members are serving other committee roles, in-

cluding **Dedee Murrell, MD**, **Sandy Read, MD**, **Antonella Tosti**, **Tania Cestari**, and **Fenella Wojnarowska**. **Torello Lotti**, incoming President of the ISD, is the international representative to the board of the WDS.

Attending the ISD were several former WDS Presidents and AAD senior office holders, who spoke in a popular AAD session. These included **Drs. Wilma Bergfeld**, **Diane Baker**, **Sandy Read**, **Suzanne Connolly** and **Mary Lupo**. Other speakers from the WDS included current president **Dr. Wendy Roberts**, **Drs. Suzanne Olbricht**, **Fenella Wojnarowska (UK)**, **Susan Weinkle**, **Arielle Kauvar**, **Leslie Bauman**, **Amy Paller**, **Julie Schaffer**, **Danielle Marcoux (Canada)**, **Valeria Aoki (Brasil)**, **Margot Whitfeld (Australia)**, **Michelle Verschoore (France)**, and **Rashmi Sarkar (India)**.

The WDS is now a major international dermatology society linking dermatologists around the world. We hope to have more functions connecting the WDS and the ISD to benefit both organizations. ■



JANA HERCOGOVA, MD, PhD



Senior members of the WDS and ISD participate in the Maria Duran Symposium : l to R Drs. George Reizner, Torello Lotti, Rafael Falabella, Vangee Handog, Dedee Murrell, Sandy Read, Wilma Bergfeld, Jean Bologna, Fenella Wojnarowska, and Jana Hercogova.

Dermatologists from all Over the World Gather at the WDS Reception in Prague

By Rashmi Sarkar, MD with input from Jean Bolognia, MD and Amy Paller, MD

Drs. Jean Bolognia, Amy Paller, and Rashmi Sarkar co-hosted the WDS networking reception in Prague, a unique event in that: a) "It was great to host a WDS networking reception for the first time in a Holiday Inn!" as Dr. Bolognia so aptly pointed out; b) there was a vast diversity of participants with a wide range of ages and countries of origin (including Dr. Delgersetseg Chuluuundorj from Mongolia and Dr. Ivonne Arellano from Mexico); and c) it was attended by many excited first-timers, which was in keeping with the spirit of the

organization!

Word about the reception spread like wildfire in the Congress, bringing more than one hundred attendees, including eminent supportive men (Dr. David Pariser, President of the AAD, Drs. Ray Cornelison, and Stephen Stone, past Presidents of the AAD, and Dr. George Reizner, Treasurer of the International Society of Dermatology.) Several past presidents of the WDS attended, including Drs. Wilma Bergfeld, Suzanne Connolly, Mary Lupo, Jean Bolognia, Sandra Read and the current WDS President, Dr. Wendy Roberts. Dr.

Evangeline Handog, Secretary General of International Society of Dermatology and Dr. Jana Hercogova, President of the highly successful 10th ICD, also participated.

Lively conversation, easy camaraderie and refreshments were enjoyed among the women dermatologists from different parts of the globe. The reception also served as a wonderful platform for young resident dermatologists to meet women dermatologists who were pioneers in their field and sources of inspiration. ■



WDS president Wendy E. Roberts, MD (center) with immediate past president Suzanne Connolly, MD (right) and Vangee Handog, MD with her residents from the Philippines on scholarships.



Touring the magical city of Prague together are Drs. Sandy Read (left), Dedee Murrell and Wilma Bergfeld.



Laughter, the universal language, filled the room at the WDS Networking Reception at the 10th ICD. Pictured from left are: Rashmi Sarkar, MD, event co-chair, Wendy Roberts, WDS President, Jana Hercogova, MD, President of the 10th International Congress of Dermatology, Amy Paller, MD, event co-chair and Jean Bolognia, MD, event co-chair.



Enjoying the WDS Networking Reception in Prague are, from left: Ann Deren-Lewis, Erin Boh, MD, Wendy E. Roberts, MD, Ginat Mirowski, MD, Mary Lupo, MD, Sandy Read, MD, Christa De Cuyper, MD, Amy Paller, MD, Rashmi Sarkar, MD and Suzanne Connolly, MD.

Exciting First for WDS and the Society for Investigative Dermatology

By Drs. Clara Curiel-Lewandrowski, Amy Paller & Suephy Chen

For the first time ever, the WDS Academic Dermatologist Committee hosted a very successful luncheon in conjunction with the Society of Investigative Dermatology on May 7, 2009 in Montreal, Canada. Well-attended by 70 people, the event was co-hosted by **Drs. Clara Curiel-Lewandrowski, Suephy Chen, and Amy Paller**. The program, “*Pearls from the Jewel Box of Academia*,” featured speakers **Lisa Beck, MD, Suephy Chen, MD, MS, Angela Christiano, PhD, Kathleen Green, PhD, and Amy Paller, MD**.

Dr. Curiel-Lewandrowski, event facilitator, asked all speakers to share their life experiences in dermatology, how they ended up where they are today, and what obstacles each had encountered as a woman in science and medicine. Advice on how to develop an academic niche, and the relevance of establishing successful mentorship(s) were among the topics addressed.

The panelists conveyed important lessons by sharing their personal experiences and insights to benefit the next generation of women in academic dermatology--including the need for an early understanding about the challenges that come with such a lifestyle choice, and how a career in academic dermatology can be fun, enriching and satisfying.

Current SID president, **Dr. Richard Clark** and his wife, **Dr. Marcia Tonnesen** (WDS member since 2003), also participated in the event. Dr. Clark has invited the WDS to host the luncheon again at their 2010 SID Annual Meeting in Atlanta, GA.

Thanks to the WDS Academic Dermatologists Committee, the committee co- chairs **Drs. Kathy Schwarzenberger** and **Kelly Cordoro**, and co-hosts of the luncheon for their meticulous planning. ■

Please watch for more information about the WDS International retreat, which will take place on the day prior to the 2011 World Congress in Korea, focusing on leadership skills. The International Affairs Committee is planning a banquet with traditional Korean entertainment on the night before this exciting WDS event.



Shown from left: Maria Hordinsky, MD, Marcia Tonnesen, MD, and Richard Clark, MD (SID President).



Pictured together from left are Event co-host Clara Curiel-Lewandrowski, MD, William James, MD, AAD President-elect and WDS President-elect Lisa Garner, MD.



Two Jane Yoos Meet—Jane Yoo of NY (left) with Seattle's Jane Yoo.

Meet Professor Jasna Lipozencic, MD PhD New WDS International Member

By Branka Marinovic, MD PhD

Professor Jasna Lipozencic, MD, PhD, is a woman of substance and unbelievable energy. As Head of the University Department of Dermatology and Venereology, Zagreb University Hospital Center and School of Medicine in Zagreb, she is the first woman to chair Croatia's largest department of dermatovenereology in its 80-year history, and also the first woman to chair the Professional Council of all departments at our University Hospital Center in Zagreb.

Jasna is a member of many professional and scientific societies in Croatia, Europe and the U.S., using every opportunity to promote Croatian dermatovenereology. She was the president of the Croatian Dermatovenereological Society (CDS), and currently is a member of their Advisory Board. Jasna was also the president of the Croatian Society of Allergology and Clinical Immunology, and during both presidencies she organized successful meetings with many distinguished international speakers. The most important meeting was the First Congress of Croatian Dermatovenereologists, (Zagreb 1998) when she opened the doors to many international friends and made it easier for her "young people" to train in dermatovenereology with world-renowned experts.

Besides many awards in Croatia, she received the Certificate of Appreciation from the International League of Dermatological Societies, in recog-

nition of her dedication to dermatology "far beyond what one would expect of dermatologists in their normal practicing life."

Jasna has presented at many domestic and international meetings, and has served as president or member of the organizing committees/scientific boards of different meetings. She has published many scientific articles and has co-authored four textbooks of Dermatology and Venereology, 11 handbooks covering different fields of dermatology and venereology for postgraduate study at the School of Medicine, University of Zagreb, and many chapters in international textbooks; the last one in WDS member Marcia Ramos-e-Silva's *Fundamentos de Dermatologia*. Jasna is a member of the Editorial Boards of *Skinmed*, *Hautarzt*, and *Dermatologia Kliniczna* and we are most proud of her as Editor-in-Chief of our national journal, *Acta Dermatovenereologica Croatica*.

Currently, Jasna is an active member of the Board of Directors of the European Academy of Dermatology and Venereology (EADV), working hard as Chairperson on all aspects of the organization of the 7th Spring Symposium of EADV, which will be held in Cavtat, Croatia, May 13-16, 2010, along with the inaugural WDS reception at a Spring EADV meeting. You are all welcome to beautiful Croatia overlooking the Adriatic Sea. See www.eadvcavtat2010.com to find out more about this meeting.

Her coworkers know Jasna as



Dr. Jasna Lipozencic shown with her family.

hardworking and direct but always willing to support good ideas and projects, finding the right person to help.

She is very pleasant company with a perfect sense of humor.

Her scientific and private life is dedicated to the beloved memory on her late husband, Professor Marko Lipozencic, MD, PhD. Her "two girls" — her daughter Julija and her granddaughter Analena, and her son-in-law Goran are her family that she loves so dearly, always being ready to help them.

So if you come next May to Cavtat, the venue of the Spring Symposium of EADV, and you see a very elegant lady, full of energy, who will be keeping all the finer details under control — but also doing her best to make all the guests and participants feel welcome — be sure to introduce yourself to her... that's Jasna Lipozencic! ■

CONTRIBUTORS

The Women's Dermatologic Society wishes to acknowledge these supporters for their support of the Society's programs and events at the following contribution levels:

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WDS and WDS Foundation to Consolidate

At their meetings in Boston last July, the Boards of Directors of the Women's Dermatologic Society and the WDS Foundation approved a plan to consolidate the two organizations. Both organizations have tax-exempt status approved by the IRS. The Society is a 501(c)(6) trade association and the Foundation is a 501(c)(3) public charity. After consulting with legal counsel, the Society and Foundation Boards determined that the missions and activities of the two organizations were sufficiently aligned that they could all be consolidated into a single 501(c)(3) organization using the Foundation's current corporate structure. Merging into a single 501(c)(3) organization will create administrative efficiencies and other cost savings by avoiding duplicative meetings, committee work, accounting, and administrative filings, while preserving the ability to receive tax-deductible charitable contributions. These savings can then be used to further the public education, leadership development, and other existing and planned Society and Foundation programs.

To accomplish this consolidation, all of the assets of the WDS will be transferred to the Foundation. The current WDS officers and directors will serve as the initial officers and directors of the consolidated 501(c)(3) organization, with new directors and officers elected according to the same procedures set forth in the current WDS bylaws. All current WDS members will automatically become members of the consolidated organization. The new consolidated organization will keep the Women's Dermatologic Society name. The merged organization will have a Legacy Council, consisting of the current Foundation officers and directors) to continue the fundraising work of the Foundation. After the consolidation, the corporate structure of the current WDS 501(c)(6) organization will be dissolved. A resolution to dissolve the WDS 501(c)(6) corporate structure will be voted on by the WDS membership at the annual meeting in March 2010 in Miami. The Society and Foundation leadership expect this transition to be completely seamless and supportive of the collective goals and activities of the two organizations.

Questions about the consolidation should be directed to: wds@womensderm.org. ■

2010 WDS Officer and Director Candidates

The Nominating Committee proposes the following candidates for WDS Officer and Director positions to be presented to the WDS membership at the Annual Business Meeting on Sunday, March 7, 2010 in Miami, FL:

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WELCOME NEW MEMBERS

Welcome to the WDS! You are now a part of a growing and vibrant association of more than 1,600 members from around the world. We encourage you to become active in the WDS by participating in events and joining committees. Information and sign-up forms are available at www.womensderm.org.

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Michelle Lowes, MBBS, PhD

INT'L RESIDENT E-MEMBERS

Khadija Sheikh, MBBS
Supriya Venugopal, BCMBBS

Approved by the WDS Board of Directors on July 31, 2009 in Boston.

ABOUT EUWDS

Founding: In 1999, the first meeting was held at the time of the European Academy of Dermatology and Venereology (EADV) meeting held in Amsterdam, after encouragement from members of the Women's Dermatologic Society the previous year at a luncheon held at the EADV's meeting in Nice.

First Board 1999: President: Dr. Antonella Tosti; Secretary: Dr. Ulrike Blume-Peytavi; Treasurer: Dr. Christa De Cuyper.

Current Board 2009-2010: President: Dr. Ulrike Blume-Peytavi

President-elect: Dr. Fenella T. Wojnarowska; Secretary: Dr. Carmen Rodriguez-Cerdeira; Treasurer: Dr. Els Wit-touck; Board Members: Drs. Elizabeth Aberer, Christa De Cuyper, Gabriella Fabbrocini, and Ellen Mooney.

Mission: To encourage and support the role and the contributions of women to European dermatology; to reflect the cultural diversity of the European countries; to promote friendship; and to enhance the level of dermatology in Europe.

Activities: Annual luncheon meetings scheduled around that of the EADV with presentations ranging from women as physicians to women's dermatologic health; Participation in WDS's International meetings in Paris, Buenos Aires; Development of a full scientific program at the EADV in Berlin in 2009.

Projects: Sponsorship of programs against female mutilation in Africa in 2007, microloans for Tanzanian women in 2008 and travel grants for students of the Regional Dermatology Training Center in Moshi, Tanzania in 2009.

Joint WDS-EuWDS Membership: Established in 2007 with dues of \$100 USD **Website:** www.euwds.com

April in Capri with the DDI

Every year, the Italian Organization of Women in Dermatology (DDI) organizes a very successful meeting on cosmetic dermatology on the beautiful island of Capri. The meeting is very practical with a maximum attendance of 250 doctors. This year's program will be held on April 16th and 17th at the Quisisana Hotel, in the heart of Capri. For information, contact: antonella.tosti@unibo.it



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FOUNDATION

The WDS Foundation wishes to thank the following donors who have made contributions prior to October 1, 2009.

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Anna Demirdjian Guanche, MD
Elizabeth K. Hale, MD
In honor of Florence Berson
K. Renee Hamlet, MD
Evangeline B. Handog, MD
C. William Hanke, MD
In honor of Drs. Dorinda and Walter Shelley
Julie Claire Harper, MD
Laurie Harris
In honor of Florence Berson and Emily Berson
Adelaide A. Hebert, MD
Betty & Edward Heilman
In honor of Florence Berson
Anita Highton, MD
In honor of Janet Hickman, MD
Deborah C. Hilton, MD
In honor of Florence Berson
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Merlina Joseph, MD
Teri A. Kahn, MD
Stacy Kanter
In honor of Florence Berson
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In honor of Florence Berson
Eileen Cantor Kites, MD
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Dorene Lebowitz
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In honor of Florence Berson
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Janet Lynn Maldonado, MD
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In honor of Eugenia Marcus
Lynette J. Margesson, MD
Ellen S. Marmur, MD
Elena Martinho, MD
Stephen Henry Mason, MD
Stan & Diane Mayer
In honor of Florence Berson
Michel A. McDonald, MD
Jonelle K. McDonnell, MD
Kappa P. Meadows, MD
In honor of Janet Hickman, MD
Fortunata L. Mendoza, MD

Allison E. Nicholas Metz, MD
Caren F. Mikesch, MD
Elaine K. Miller, DO
Cindy & Ken Miller & Family
In honor of Florence Berson
Susan Moss
In honor of Florence Berson
Dedee F. Murrell, MD, MA, BMBCh
In honor of Clayton Wheeler, MD, Robert A. Briggaman, MD, Wilma Bergfeld, MD
Carol Nadel
In honor of Florence Berson
Karen B. Nern, MD
Amy Elaine Newburger, MD
Antoinette P. Notaro, MD
Maureen A. Olivier, MD
In honor of Elizabeth McBurney, MD
Margaret E. Olsen, MD
Cynthia L. Olson, MD
Chinwe LC Onyekonwu, MD
Julia Konerding Padgett, MD
Amy S. Paller, MD
In honor of Edith Paller
Susan R. Pardee, MD
In honor of Josh
Helene & Mark Popowsky
In honor of Florence Berson
Anne Marie Ramsdell, MD
Desiree Ratner, MD
June & Jay Reich
In honor of Florence Berson
Amy Kersten Reisenauer, MD
In honor of Frances Storrs, MD
Marta I. Rendon, MD
Phoebe Rich, MD
M. Joyce Rico, MD, MBA
Brent Roberts
Nicole Elaine Rogers, MD
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Karla S. Rosenman, MD
Amy S. Ross, MD
Peter & Jane Rubin
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Julie V. Schaffer, MD
Mimi Schatzberg
In honor of Florence Berson
Jimmy Schmidt, MD
In honor of Sandra Read, MD
Adriana Schmidt, MD
Margery A. Scott, MD
Keeter D. Sechrist, MD
Shelley Sekula Gibbs, MD
In honor of Rachel Spiller
Karen & Steven Seltzer
In honor of Florence Berson
Shabnam Shahabadi, MD
Sandra K. Shrader, MD
Daniel M. Siegel, MD, MS
Jonathan Silver, MD
In honor of Florence Berson
Joanne Kelly Simpson, MD, MPH
Randi Singman
In honor of Florence Berson
Shari L. Skinner, MD
Lori Skopp
In honor of Florence Berson

Kerrie J. Spoonemore, MD, PharmD
Sharleen St. Surin-Lord, MD
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Adrienne Stewart, MD
Dana & Andrew Stone
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Sumayah Taliaferro, MD
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Susan C. Taylor, MD
Marcia G. Tonnesen, MD
Ella L. Toombs, MD
Rochelle R. Torgerson, MD, PhD
Donna Twist
In honor of Florence Berson
Tina C. Venetos, MD
Jennifer L. Vesper, MD
Karen M. Vigeland, MD
In honor of Marie Kasma
Marcia J. Wade
In honor of Florence Berson
Jill S. Waibel, MD
Heidi A. Waldorf, MD
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Pledge for the Future of WDS!

To make your donation to help us build a nest egg for the future or WDS, you may now make online pledges. Visit:
http://www.womensderm.org/foundation/pledge_form_pt1.php
Contact wds@womensderm.org for more information.

WDS HAPPENINGS

WOMEN DERMATOLOGIC SURGEONS COMMITTEE LUNCHEON at ACMS Annual Meeting, Austin, TX — April 25, 2009



Deb MacFarlane, MD and Roberta Sengelmann, MD



Eva Hurst, MD (left), Suzanne Olbricht, MD and, co-chair Saadia Raza, MD. Co-chair Elizabeth McBurney not shown.

WDS NETWORKING RECEPTION at the SDEF Women's and Pediatric Seminar San Francisco, CA — September 11, 2009



Pictured from left: Susana Poliak, MD, Latanya Benjamin, MD, co-host Maria Hordinsky, MD, Kristin Leiferman, MD



Co-hosts Sheila Friedlander, MD and Maria Hordinsky, MD with Terrie Rillo.

WDS NETWORKING RECEPTION Ridgeland, MD — September 25, 2009

Shown from left: Billy Walker, MD, Sabra Sullivan, MD (co-host), Fred Asher, MD, Anna Asher, MD, Patrick Marcus, C.R. Quinn, MD (co-host), Jennifer Schulmeier, MD, Melissa Daniel, PhD and C. Ralph Daniel, MD.



More happenings on page 12

MAKING A DIFFERENCE

WDS Volunteers Make Huge Impact at Four Sun Safety Events in August

Outdoor Enthusiasts of all Ages and Skin Types Reap Big Benefits at Busy Screenings in Three States

In the most concentrated effort to promote sun safety and skin cancer prevention in the 35-year history of the Women's Dermatologic Society (WDS), volunteer dermatologists in three states provided free skin cancer screenings and sun safety education to spectators, professional athletes and media members at four major golf and tennis events throughout August. All tolled, WDS members conducted 569 free skin checks, with an overall average referral rate of 29% for further diagnosis/biopsy of suspected skin cancers. Collective efforts led to the following ground-breaking outcomes:

- Skin cancer screenings were expanded beyond tennis fans to include first-time access to professional tennis players and members of the media at the Western & Southern Financial Group Masters and Women's Open, chaired by **Allison Moosally, MD** (Cleveland, OH). Volunteers broke the WDS campaign's one-day screening record with 157 skin cancer checks performed.
- Chaired by **Amy Derick, MD**, WDS paved further inroads into the golf world with an inaugural outreach for junior girl golfers at the PING Junior Solheim Cup in Aurora, IL, offering free skin cancer screenings and sun safety education to young American and European team members. Dr. Derick taught the girls about developing daily sun safety habits as a way of life.
- Volunteers reached out to record crowds of 120,000 at the world-class LPGA Solheim Cup in Sugar Grove, IL, co-chaired by **Jonith Breadon, MD** and **Aisha Sethi, MD**. Volunteers performed 176 skin cancer screenings, with the highest referral rate of 42% for further diagnosis/biopsy.
- Portland, OR dermatologists returned for the third time to the LPGA Safeway Classic, chaired by **Phoebe Rich, MD** to conduct outreach in an area with a proven need. Physicians screened 218 golf enthusiasts, LPGA Tour Players and members of the media, leading to a 30% referral rate.
- 329 sun damage assessments were conducted at these events utilizing a UV reflectance camera. Volunteers provided sun safety tips and 35,000 free samples of broad-spectrum sunscreen were distributed.
- 52 WDS volunteers, including board-certified dermatologists, medical residents and students, nurses, corporate reps and family members rallied through the month to promote sun safety and skin cancer prevention.

Thank you to event chairs **Drs. Allison Moosally, Amy Derick, Jonith Breadon, Aisha Sethi** and **Phoebe Rich** and to all the volunteers who joined the summer outreach. ■



Cincinnati volunteers, from left: Anita D'Entremont, RN, event chair Allison Moosally, MD, Justin Woodhouse, MD, Charles Fixler, MD, Amy Chen, MD, Sherry Rook, RN, and Mayor Thomas Grossman (Mason, OH).



Chicago volunteers, from left: Marcel Howard (SkinCeuticals), Amy Derick, MD (chair, PING Jr. Solheim Cup Outreach), Wendy Roberts, MD, Jonith Breadon, MD, (co-chair, LPGA Solheim Cup outreach) Nana Smith, MD, Joy Kunishige, MD.



Portland volunteers, from left: Ben Vaday (Galderma), Heather Rogers, MD, Jill Moore, MD, event chair Phoebe Rich, MD, Jenny Opatrny (Galderma), Blair Christy, MA, Vinny Seiverling, MD, Sharon Foster, MD (Galderma).

Note: At press time, volunteers had just completed an outreach in Houston, TX at the LPGA Tour Championship. Thank you to Co-chairs Deb MacFarlane, MD and Lucile White, MD!

SCHEDULE OF EVENTS

January 17, 2010

WDS Networking Luncheon

At the 7th Annual Orlando Dermatology Aesthetic & Clinical (ODAC) Conference
Orlando, FL
12:00 pm to 1:00 pm

WDS ACTIVITIES

AT AAD WINTER ACADEMY IN MIAMI, FL

March 4, 2010

WDS Practice Enhancement Reception

At the office of Susana Leal-Khoury
Key Biscane, FL
Time TBD

March 5-7, 2010

WDS Center

The Loews Hotel, Room TBD
8:00 am to 5:00 pm daily

March 5, 2010

WDS Networking Reception

The Loews Hotel, Room TBD
5:30 pm to 7:00 pm

March 7, 2010

WDS Board of Directors Meeting

The Loews Hotel, Room TBD
7:00 am to 9:00 am (Breakfast at 6:30 am)

WDS Annual Meeting Luncheon

The Loews Hotel, Room TBD
12:00 pm to 1:45 pm

Effective January 1, 2010

WDS will be managed by the
Talley Management Group.

WDS extends sincere thanks and appreciation to Kerry Parker, CAE, for her efforts since 2002 as Executive Director and to the staff of Holland-Parlette Associates for all their hard work and service.

Please note the new WDS contact information on page 16. The toll-free phone number, 877-WDS-ROSE will remain effective.

Watch the website for more information after the holidays.

MAKING A DIFFERENCE

Continued from page 11



Junior golfers at PING Jr. Solheim Cup in August.



Houston volunteers shown, from left: Drs. Jennifer Segal, with co-chairs Deborah MacFarlane and Lucile White.

WDS HAPPENINGS

Continued from page 10

INDIA'S FIRST WDS NETWORKING RECEPTION November 1, 2009 New Delhi, India

Dr. Rashmi Sarkar recently hosted the first WDS Networking Reception in India, enjoyed by 71 participants, including **Dr. Wendy E. Roberts**, WDS President, 2009-10, as a guest speaker. The program's theme was, "The Role of Women as Leaders, Mentors, Homemakers and Individuals," featuring talks by **Dr. A.K. Aggarwal**, Dean, M.A.M.C, New Delhi, **Dr. Vijay K. Garg**, Head Dermatology, M.A.M.C, New Delhi, leadership experts, a newspaper editor and eminent dermatologists. This successful event was conducted by Dr. Sarkar's "dream team" of residents and followed by a delicious lunch.



Shown from left are residents Aruna Raghunathan Gupta, Khushbu Goel, with Rashmi Sarkar, MD, (host), Shikha Chugh, (senior resident), Wendy Roberts, MD, WDS President, and Chitra Gupta, at the WDS Networking Reception in New Delhi.

READS & RECOMMENDS

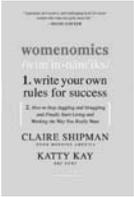


THE GIFT OF RAIN

by *Tan Twan Eng*

This is a good one!

— *Recommended by Bernice Krafchik, MD*



WOMENOMICS

by *Claire Shipman and Katty Kay*

I found this book to be very informative and helpful in terms of trying to find the perfect work — life balance. I hope it will help others in the WDS as well!

— *Recommended by Christine Kannler, MD*



THE FARSEER TRILOGY

by *Robin Hobb*

The Farseer Trilogy is an engaging medieval fantasy escape. I found it so enjoy-

able that I am into the third book in the 2nd trilogy on the Magic ship. Very engaging and a great escape from everyday.

— *Recommended by Dan Siegel, MD*



IN THE LAND OF INVISIBLE WOMEN

by *Qanta A. Ahmed, MD*

A great read about a woman physician.

— *Recommended by Susan Weinkle, MD*

WDS Career Development Award Program Broadened

Designed to benefit the Specialty and society alike, this expanded award program is now known as the WDS Career & Community Advancement Award.

- Awards of up to \$10,000 to help members grow professionally to further contribute to the specialty and society
- Projects focused on community service, career enhancement, and advancement of the specialty of dermatology are encouraged
- Applications must be submitted to the Committee for review at least three months prior to the date of the project.
- Applicant must be a member in good standing of the WDS for three consecutive years.

This award program is supported by Galderma Laboratories

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

PRESIDENT'S MESSAGE

Continued from page 1

of two new committees, the Young Physicians Task Force group, chaired by **Dr. Mona Gohara** and the Business Interest Group, co-chaired **Drs. Cheryl Burgess** and **Carrie Jacobs**. Please visit the beautifully revamped WDS website to learn more about these terrific new groups and other WDS activities.

WDS understands that by reaching out to members of the media, we are able to educate the public about important dermatologic issues. **Drs. Amy Derick** and **Zoe Draelos** chaired the 3rd WDS Media Day, a huge success that was conducted in the spirit of WDS mentorship.

WDS outreach has extended across the globe into India where **Dr. Rashmi Sarkar** recently hosted the first WDS networking reception in India. I had the wonderful oppor-

tunity to network with the women of India at this historic and successful event.

Wrapping up our sixth outreach season at press time, WDS members volunteered at the final 2009 *Play Safe in the Sun* event in Houston, co-chaired by **Drs. Deb MacFarlane** and **Lucile White**.

WDS has grown tremendously over the years, through networking, mentorship, career development, outreach and service. In WDS there is something for every member, and I encourage you to get involved and know that you will receive back much more than you give. ■

Wendy E. Roberts, MD, President

WDS MEDIA DAY

WDS Media Day — A Mentoring Success

By Zoe Diana Draelos, MD, Co-Chair, Media Day 2009

Triple wow! This was the response to the mentoring experience from the recent NYC Media Day. Seasoned media spokespersons were paired with mentees from across the United States to get a first hand look at the world of magazine publication by visiting publisher offices, meeting with beauty and health editors, and making skin and hair care presentations. Mentees were selected on a competitive basis from applications and by recommendation. The group of women who were assembled for this innovative media outreach was truly extraordinary, which added to the magic of the day. The mentors and mentees reviewed plans for their



ZOE DIANA DRAELOS, MD

busy day of magazine visits at breakfast, and then the pairs made the rounds visiting all of the major publishing houses in NYC. All together, member teams had 50 magazine appointments addressing a wide range of hot topics in skin and hair! The whirlwind day ended with a dinner to recap the day's exciting events. WDS Media Day will be repeated again in the future, with another call for mentor and mentee applications. Plan to submit yours early for consideration! You may read more about this program by visiting: www.womensderm.org/skinstoriesgo



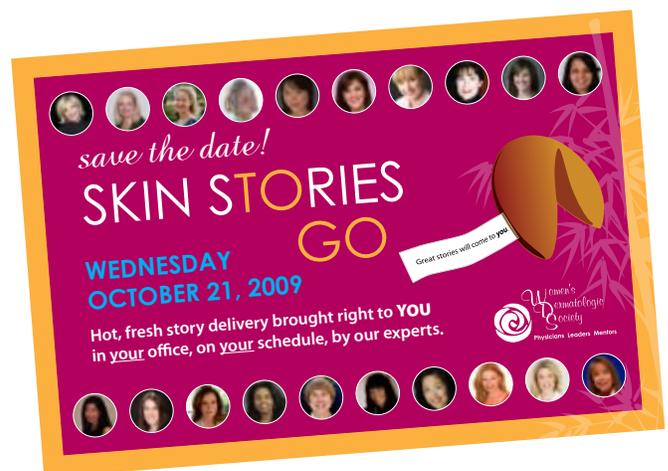
Enjoying good times with good friends are, from left: Diane Berson, MD, Susan Weinkle, MD, Chair of Communications Committee, Mary Lupo, MD, and Wendy Roberts, MD.



Recapping a fantastic day in New York City are members of the Media Day 2009 team, from left: Emma Taylor, MD, Deirdre Hooper, MD, Sherry Shieh, MD, Zoe Draelos, MD, co-chair, Amy McMichael, MD, Amy Derick, MD, co-chair, Marianna Blyumin-Karasik, MD, and Jenny Kim, MD, PhD.



Jenny Kim, MD PhD (left), crosses paths with the team of Sherry Shieh, MD and Karen Burke, MD, PhD while making rounds at Healthy Living Medicine. Jenny's mentee, Emma Taylor, MD is not pictured.



Skin Stories to Go — A Big Hit with the Editors!

By Amy Derick, MD, Co-chair, Media Day 2009

Twenty members of the Women's Dermatologic Society worked diligently at the WDS Media Day in New York City on October 21st. In this year's fresh format, called Skin Stories to Go, editors from top women's magazines and news outlets met with teams of two dermatologists—one a mentor and one a mentee either as a desk-side or in a conference room in their offices.



AMY DERICK, MD

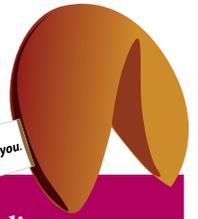
I was privileged to have been the mentee of **Dr. Mary Lupo**, one of the luminaries of our society. With high-profile editors of publications such as *The New York Times*, *Shape*, *Harper's Bazaar*, *Beauty Press*, and *Redbook*, Dr. Lupo and I shared news and answered questions about injectable fillers and toxins. My witnessing Dr. Lupo's calm, knowledgeable, and masterful handling of the media was a privilege. I am honored to have had this

special opportunity.

Feedback from the numerous editors who participated in the WDS Media Day has been fantastic. Watch for upcoming stories quoting WDS members' quoted on dermatologic topics in major magazines and news sources!



The 2009 Media Day Team stands ready to take on the media world! Pictured in the front row, from left: Drs. Wendy Roberts, Susan Weinkle, Tina Alster, Jenny Kim, Mona Gohara, Sherry Shieh and Mary Lupo. Next row from left: Drs. Amy Derick, Marianna Blyumin-Karasik, Amy McMichael, Zoe Draelos, Diane Berson and Heidi Waldorf. Back row, from left: Drs. Jessie Cheung, Deirdre Hooper, Elise Olsen and Emma Taylor. Media Day team members Drs. Karen Burke, Doris Day and Daniela Kroshinsky are not shown.



Great stories will come to you!

Participating Media

- Allure
- Beauty Press
- Cosmopolitan
- Family Circle
- Fitness
- Good Housekeeping
- HAPPI
- Harper's Bazaar
- Health
- Healthy Living Medicine
- InStyle
- Ladies Home Journal
- Latina
- O, The Oprah Magazine
- The New York Times
- Prevention
- Redbook
- Self
- Shape
- Teen Vogue
- Vogue



Dr. Karen Burke, left, graciously hosted an exquisite dinner for all Media Day participants in her home on the evening before the event, a perfect welcome to New York. Shown with WDS President Wendy Roberts.

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

NEWS & NEWSMAKERS

Compiled by Nicole C. Pace, MD



NICOLE PACE, MD

The International League of Dermatological Societies (ILDS) has selected **Jean Bolognia, MD** to receive the ILDS Award — Certificate of Appreciation in recognition for her lifelong dedication to dermatology. **Fenella**

Wojnarowska, MD also received this honor through the British Association of Dermatologists. **Barbara A. Gilchrist, MD** received the American Skin Association's Lifetime Achievement Award for her contributions to the field as physician, mentor and scientist at the association's annual gala in October 2009.

WDS members recently elected

to the following positions within the American Society for Dermatologic Surgery (ASDS) include: **Susan Weinkle, MD**, as Vice President (to ascend to President-elect in 2010-2011 and President in 2011-2012); **Seth Matarasso, MD**, as Treasurer for a three-year term; and **Suzanne Kilmer, MD**, to the Board of Directors, also for a three-year term.

Anne W. Lucky, MD was honored with the 2009 Alvin Jacobs Award, presented at the Annual Meeting of the Society for Pediatric Dermatology in Philadelphia in July, 2009. The award was given by the American Academy of Pediatrics, Section on Pediatric Dermatology, presented by WDS member and past award recipient **Bernice Krafchik, MD**.

Dedee Murrell, MD delivered the 2009 Sidney Hurwitz lecture-ship on Epidermolysis Bullosa at the Society for Pediatric Dermatology's Annual Meeting in Philadelphia. International experts in an area of pediatric dermatology are invited to deliver this endowed lectureship.

Please submit your news items to Nicole.C.Pace@Hitchcock.org.



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Wendy Roberts, MD, *President*
Rochelle Torgerson, MD, *Newsletter Editor*
Nancy FitzGerald, *Dir. of Communications*
Kerry Parker, CAE, *Executive Director*
(2002-2009)

Talley Management Group
(Effective January 1, 2010)

This newsletter is supported in part by

P&G Procter & Gamble

MISSION STATEMENT

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

VISION STATEMENT

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