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PRESIDENT'S MESSAGE

It seems like just a few weeks ago that I accepted the gavel from WDS Past President **Diane Berson, MD** to begin my term, and yet here I am already writing my last President's Letter for the newsletter. What a year it has been, and I am so grateful to all of you for making it such a rewarding experience for me. I would like to extend a special Thank You to the WDS Committee Chairs, Board of Directors and Executive Committee for their incredible support during my term.



Janet G. Hickman, MD

Since our last newsletter, there has been a tremendous amount of activity taking place around the world, and I am pleased to share these highlights with you.

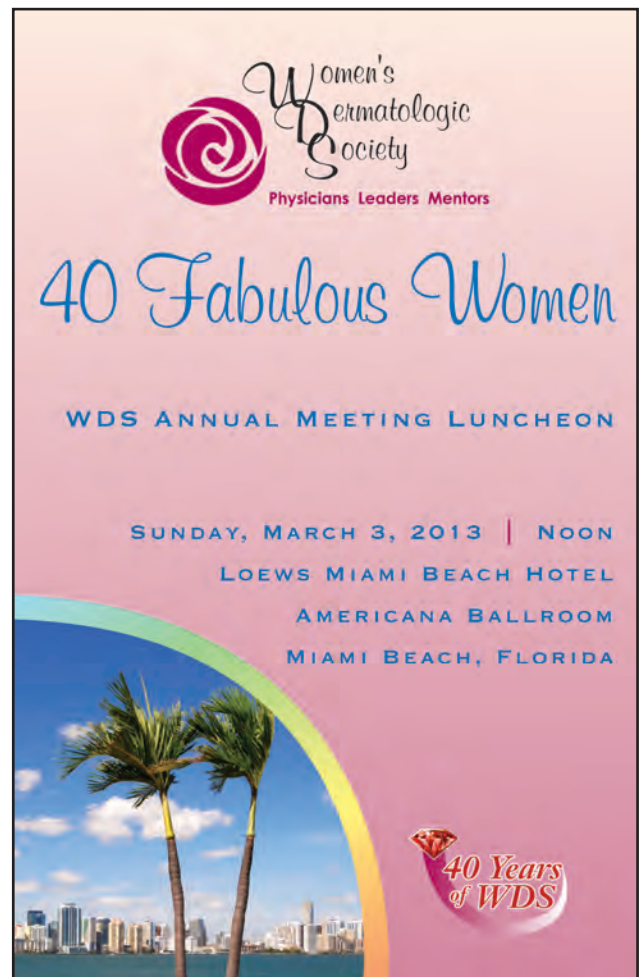
Fifteen of our members actively participated in the Rose Parade of Cases at the 21st Congress of the EADV in Prague, Czech Republic on September 26th. This joint meeting of the WDS/EuWDS was chaired by **Boni Elewski, MD** (USA) and **Christa De Cuyper, MD** (Belgium).

I was thrilled to join **Mona Gohara, MD** (Service Committee Co-Chair), **Heidi Waldorf, MD** and others in New York City on October 5th for the start of Dove's Self-Esteem Weekend (see Making A Difference). Girls Inc. of NYC in Action, East Harlem site helped kick-off the event with Dove in Times Square, where they participated in a rally to raise awareness of the importance of talking about self-esteem with young girls and teens. Each of you can help spread this important message by reaching out to young women in your life, using ideas and inspiration from Dove's website at [www.dove.us/social-mission](http://www.dove.us/social-mission).

2012 has been a banner year for WDS networking around the world! Most recently, **Tina Alster, MD** hosted a WDS

reception at her home in Washington, DC on October 26th, and **Rashmi Sarkar, MD** and **Latika Arya, MD** co-hosted the 1st Joint WDS/IWDS networking reception on November 3rd in New Delhi. Coverage of these events can be found in the WDS Happenings and International News sections of this newsletter. If you are interested in hosting a networking reception in your area, please visit [www.womensderm.org/events/networking.php](http://www.womensderm.org/events/networking.php) for further details and an online request form.

*Continued on page 3*



Women's Dermatologic Society  
Physicians Leaders Mentors

40 Fabulous Women

WDS ANNUAL MEETING LUNCHEON

SUNDAY, MARCH 3, 2013 | NOON

LOEWS MIAMI BEACH HOTEL  
AMERICANA BALLROOM  
MIAMI BEACH, FLORIDA

40 Years of WDS

# WDS MENTORS

By Ashley Wysong, MD and Zoey Glick, MD

The WDS Mentorship Awards are designed to promote mentorship within the WDS by promoting long-term relationships between mentors and their mentees. This highly successful program has fostered many friendships, while promoting the development of leadership skills in dermatology residents and junior faculty members. Here, we share the recent experiences of several WDS Mentorship Award recipients.

## Marcelyn Coley, MD

Mentored by Valerie Callender, MD

*“I first met Valerie Callender, MD four years ago during a cicatricial alopecia research conference, and subsequently had the opportunity to collaborate with her on a project during my second year of residency. When I proposed spending my elective time with her as my WDS mentor, she was very receptive and excited about participating in the program. In addition to our shared interest in skin of color and alopecia, Dr. Callendar has a contagious enthusiasm and love for dermatology and she is a respected dermatologist and leader in the field – all qualities I hope to develop.*

*During my time with her, I learned a great deal about Dr. Callender’s medical and surgical approach to patients with skin disorders and cosmetic concerns, especially in treating skin of color. I was able to observe various procedures, including hair transplantation in women of color – something I had not been exposed to in my training. I will forever be inspired by the kindness, tenacity, and dedication Dr. Callender brings to her work on a daily basis. She is a superb example of how successful women dermatologists run a business, care for patients, devote time to organizations such as the WDS, mentor students and residents and participate in clinical research, all while taking care of a family.”*



Left to Right: Dr. Valerie Callender with her mentee, Dr. Marcelyn Coley.

## Aruna Venkatesan, MD

Mentored by Libby Edwards, MD

*“Working with Libby Edwards, MD, internationally acclaimed vulvar disease expert, in Charlotte, North Carolina was truly a once in a lifetime opportunity. Vulvar disease is a small subspecialty and much of its practice is anecdotal, making it that much more important to learn directly from an experienced practitioner. During my WDS-funded rotation with Dr. Edwards, we managed over 60 patients with vulvar diseases such as lichen planus, lichen sclerosus, and vulvodynia. We identified clear objectives for the rotation, including mastering specific clinical skills (e.g., vaginal wet prep and genital exam), as well as managerial skills such as how to design patient handouts and best structure a half-day vulvar clinic. I now feel more confident with the prospect of starting a vulvar disease subspecialty clinic in 2013 when I am an attending. Perhaps the most unique aspect of the mentorship award is the relationship it builds between mentor and mentee. My experience with Dr. Edwards was just the start of a lifelong relationship, and I look forward to continuing to learn from her for years to come.”*



Left to Right: Dr. Aruna Venkatesan with her WDS mentor, Dr. Libby Edwards.

# PRESIDENT'S MESSAGE

*Continued from page 1*

On October 13th in Atlanta, **Elizabeth McBurney, MD**, **Deborah MacFarlane, MD** and the Women Dermatologic Surgeons Committee hosted another successful networking luncheon and panel discussion at the ASDS Annual Meeting. Attendance for this event was tremendous, and participants thoroughly enjoyed the panel speakers' perspectives on balancing the many challenges we face as women with careers in medicine.

WDS sent a letter of encouragement and support to the family of Malala Yousafzai, the young Pakistani student and education activist who was brutally shot and wounded by the Taliban in October. I am delighted to report that as of this writing, and against all odds, Malala is recovering and reading books! I know you all join me in wishing Malala a full recovery and the fulfillment of her dreams for the women of Pakistan.

Community building has always been strong within WDS, and I am grateful for the 'storm recovery' expertise and encouragement extended to our members who were affected by Hurricane Sandy. Many thanks to WDS volunteers **Mary Lupo, MD**, **Amy Derick, MD** and everyone who assisted in this effort.

Members of our WDS Service Committee and the new TOPS (Time Out, Protect Your Skin) Task Force have been working on plans to roll out an expanded program for 2013, which you can read about in the Making A Difference section of the newsletter. And just because it's winter, don't forget to Play Safe in the Sun! Whether you're skiing, sledding, skating, running or just spending time outdoors, use plenty of sunscreen and spread the word among friends and family that sun safety is a year-round effort!

With great anticipation, I look forward to our Annual Meeting Luncheon on March 3, 2013, at the Loews Miami Beach Hotel, where we will celebrate 40 years of WDS and "40 Fabulous Women." This is the 40th anniversary of the founding of WDS, so it is an opportunity to look back as well as forward. Surely the world of opportunities for women is wider now than forty years ago. Many, many women have been important in opening the future for us all. Whom do you credit with changing the world for women? Who has been important in your own life opportunities? These are the questions forming the focus of our next Annual Meeting. Please make every effort to join us for this special occasion to network with colleagues and catch up with old friends. I hope to see you there!

In order to continue the great work taking place within the Society, please take a moment to renew your commitment for 2013. Keep the legacy going with a contribution to the WDS Legacy Fund. Dues notices have been sent out, with instructions for completing the renewal online, by mail or fax. Membership in the Women's Dermatologic Society calls us to be physicians, leaders and mentors - in our own communities, at work, and around the world. There are many opportunities for each of us, and whether it's mentoring a young physician, helping young girls develop self-confidence or supporting the fight for equality, I encourage you to become involved and find your own unique way of making a contribution.



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

## ELECTIONS

### 2013 WDS Officer and Board of Directors Candidates

*The WDS Nominating Committee proposes the following candidates for WDS Officer and Board of Directors positions, to be presented to the WDS membership at the Annual Business Meeting to be held at the Loews Miami Beach Hotel, Miami, Florida on Sunday, March 3, 2013.*

**President-elect (2013 - 2014)**

**Valerie D. Callender, MD**  
Glenn Dale, MD

**Vice President (2013 - 2014)**

**Kathy J. Hectorne, MD**  
Austin, MN

**Secretary (2013 - 2016)**

**Deirdre Hooper, MD**  
New Orleans, LA

**Assistant Treasurer (2013 - 2014)**

**Amy J. Derick, MD**  
Barrington, IL

**BOARD OF DIRECTORS (2013 - 2017)**

**Mona A. Gohara, MD**  
**C. Ralph Daniel, III, MD**  
**Julie A. Hodge, MD**  
**Lauren C. Hughey, MD**



# WDS MENTORS

Continued from page 2



Dr. Megan Cherry

**Megan Cherry, MD**  
Mentored by **Susan Weinkle, MD**

*“After beginning my residency and having exposure to cosmetics, I realized that I enjoyed the artistic element of dermatology’s array of cosmetic procedures and decided to further my understanding and aesthetic skills by working with one of the best. Susan Weinkle, MD is truly an innovator in cosmetic and surgical dermatology, and I knew that spending time watching her*

*assess and treat patients would be an unforgettable and invaluable opportunity. My time with Dr. Weinkle allowed me to further my knowledge of facial anatomy and develop a greater level of comfort with injections for all shapes and sizes of faces. Her artistic ability to mold and sculpt the face is inspiring and motivates me to continue improving my skills.”*

**Ashley Wysong, MD**  
Mentored by **Deborah MacFarlane, MD**

*“Working with Deborah MacFarlane, MD was truly a highlight of my residency experience. Dr. MacFarlane went above and beyond to create a phenomenal learning opportunity for me at the MD Anderson Cancer Center, with significant time in the Dermasurgery Unit for Mohs surgery and excisions, in the high-risk cutaneous oncology clinics with multidisciplinary care of cutaneous sarcomas, locally advanced and metastatic BCC/SCC, and melanoma, and in oculoplastics for both reconstruction and*

*cosmetics. In addition, we were able to work on a manuscript together that has been recently submitted for publication. Beyond the clinical experiences, I truly cherished my one-on-one time with Dr. MacFarlane over multiple lunches, walks around campus, and during a breathtaking stroll through her garden. In addition to clinical care, I was able to gain a perspective on balancing a career in academic medicine with patient care, research, leadership, service, and family that will be invaluable to my future. My time with Dr. MacFarlane was truly life altering and I sincerely look forward to the continuation of our mentorship relationship!” ■*



Left to Right: Dr. Ashley Wysong with procedural dermatology fellow Dr. Ikue Shimizu and WDS mentor Dr. Deborah MacFarlane.

## WDS MENTORSHIP AWARDS



The deadline for 2013 WDS Mentorship Award applications was November 1, 2012, and winners will be announced by late January, 2013. If you are interested in applying for this award in the future, please visit our website at: [www.womensderm.org/grants/mentorship.php](http://www.womensderm.org/grants/mentorship.php)

Interested in becoming a WDS Mentor? Visit [www.womensderm.org](http://www.womensderm.org); from the main menu, select Members, then Committees and use the Committee Participation Interest Form to tell us about your background and mentorship interests. In Section 2 (Committees of Interest), click on the “Mentorship Committee” and use the Comments section to indicate that you would like to serve as a Mentor (but you won’t be signed up for a committee).

Questions about the WDS Mentorship Awards? Contact WDS at 877-WDS-ROSE (877-937-7673) or send us an e-mail at [wds@womensderm.org](mailto:wds@womensderm.org). We look forward to hearing from you!

## CORPORATE SUPPORTER PROFILE

# WDS Sponsor Profile: Mary Madden with Galderma Laboratories

By Sharon Glick, MD



Mary Madden (left), pictured with WDS Past President Dr. Diane Berson.

Upon graduating from college in 1978 with a strong science background, **Mary Madden** was hired by the Professional Services division of Procter & Gamble to represent a variety of products, including topical tetracycline for the treatment of acne. Thus began her foray into dermatology.

For the last 14 years, Ms. Madden has been with Galderma Laboratories, L.P., first as a senior product manager, launching and overseeing multiple products including Cetaphil® Daily Facial Moisturizer SPF 15 and Tri-Luma® Cream for the treatment of moderate to severe melasma. In 2004, she was promoted to Associate Director of Professional Relations, a role that she holds today, and it is through this position that she interacts with academic and clinical leaders in the dermatologic community and helps

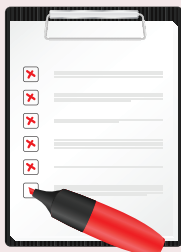
strengthen relationships between these dermatologists and Galderma management. Ms. Madden also manages Galderma's support of residency programs, coordinates the provision of important educational material to residents, and coordinates the Pre-Board Seminar (a board review course sponsored by Galderma for the last 32 years).

Ms. Madden joined the Women's Dermatologic Society (WDS) as a corporate member in 2006 and is currently serving her third year on the Long Range Planning Committee. She has volunteered for the Families *Play Safe in the Sun* Campaign and is a regular attendee at the WDS Annual Meeting Luncheon at the American Academy of Dermatology (AAD) Annual Meeting. Ms. Madden says she is "impressed by the passion and commitment of WDS members and finds it invigorating to be involved with such dedicated dermatologists."

For over 10 years, Galderma has been the proud supporter of the WDS Career and Community Advancement Award through an unrestricted educational grant. This award encourages projects focusing on community service, career enhancement, and advancement of the specialty of dermatology. Ms. Madden exemplifies the principles that the Career and Community Advancement award was created to honor, making valuable contributions to the training and career enhancement of countless dermatologists. ■



### DON'T LET YOUR MEMBERSHIP EXPIRE!



Membership renewal notices were sent out in early November to anyone with a membership expiring on December 31, 2012. Your membership directly impacts the mentoring, networking, and grant award programs that make WDS and our members flourish. Please renew today to guarantee member discount pricing on your Annual Meeting Luncheon registration!

To make the membership renewal process faster and easier for you, we now offer online renewals at [www.womensderm.org](http://www.womensderm.org) (although renewals via fax or mail are still welcome). Instructions are included with your renewal notice, but please don't hesitate to contact WDS HQ at 877-WDS-ROSE (or send us an e-mail at [wds@womensderm.org](mailto:wds@womensderm.org)) if you have any questions. As part of the membership renewal process, please update your contact information so that we can keep in touch with you!

Not a member? Learn more about our society by visiting our website ([womensderm.org](http://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.

# 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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## PLATINUM: \$150,000 – \$249,999

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## GOLD: \$100,000 – \$149,999

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## SILVER: \$50,000 – \$99,999

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## SAPPHIRE: \$25,000 – \$49,999

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Biopelle, Inc. • CoverFX • Derspath Diagnostics • Ferndale Healthcare • Fibrocell  
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Proctor & Gamble • Rogaine • Solta Medical • Suneva Medical, Inc.

## EMERALD: \$5,000 – \$9,999

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## BRONZE: \$4,999 AND UNDER

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



By *Marcelyn Coley, MD*

## Cleopatra, A Life

By **Stacy Schiff**

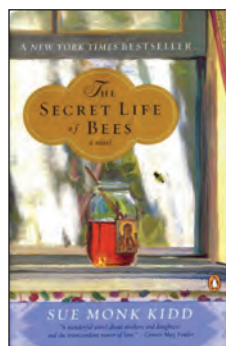
Pulitzer Prize Winner Stacy Schiff boldly separates fact from fiction by providing a new interpretation of the life of one of history's most intriguing women. Cleopatra, according to Schiff, was a shrewd powerhouse who knew how to use her multiple gifts—wealth, power, and intelligence—to negotiate advantageous political deals and military alliances. Schiff's meticulous research, along with the depth and skill of her portrayal, affords a perspective far richer and more satisfying than the myths and fantasies that we have mistaken for truth. Though heavy on facts and light on myth, this biography is still a page-turner, a portrait grounded so thoroughly in historical context, it is even more extraordinary than the more fanciful legend. Cleopatra emerges as a groundbreaking female leader who relied on her wits, determination, and political acumen rather than sex appeal to get the job done.



## The Secret Life of Bees

By **Sue Monk Kidd**

Set in South Carolina in 1964 just after the passing of the Civil Rights Act, *The Secret Life of Bees* tells the story of 14-year-old Lily Melissa Owens in search of her mother's past. She lives in a home with a neglectful, abusive father and the memory of her mother (accidentally killed by Lily in unclear circumstances) haunts her constantly. Consoling fantasies are her heart's answer to the family story.

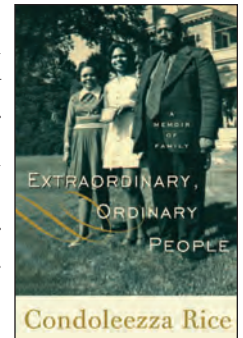


Rosaleen, a black woman hired to care for Lily, becomes her only companion. When Rosaleen is beaten up and hospitalized by racist residents in their town, Lily decides to rescue her. Traveling to Tiburon searching for memories of Lily's mother, they are taken in by three sisters - beekeepers producing a line of honey with the Black Madonna label. While racial tensions simmer around them, the women help Lily accept her loss and learn the power of forgiveness in a story overflowing with the power of female friendship and love.

## Extraordinary, Ordinary People: A Memoir of Family

By **Condoleezza Rice**

Condoleezza Rice is an accomplished world leader who served in two Bush administrations, as National Security Advisor and Secretary of State. Her memoir presents a young woman deeply attached to the devoted parents who encouraged her at every step of her life to overcome racism, sexism, and her own personal doubts.



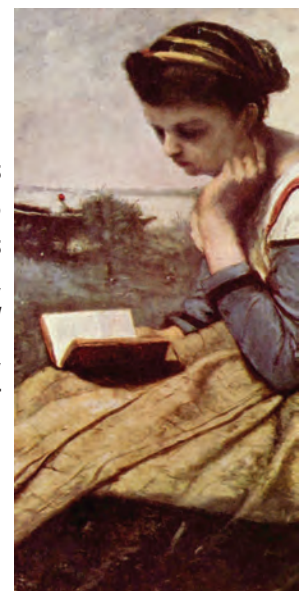
Rice attributes her achievements in large part to the exceptional parents who were unwilling to set limits, despite the circumstances of the world around them in the Jim Crow South. They provided multiple support systems to protect young Condoleezza from the destructive effects of racism. Her father, a minister and educator, instilled a love of sports and politics. Her mother, a teacher, developed Condoleezza's passion for piano and exposed her to the fine arts. From both, Rice learned the value of faith in the face of hardship and the importance of giving back to the community.

Rice presents a frank, poignant, and loving portrait of a family that maintained its closeness through cancer, death, career ups and downs, and turbulent changes in American society. She owes much of her success to extraordinarily brave parents and extended family members who weren't afraid to offer guidance, support, and unconditional love. ■

## What Are You Reading?

If you've come across any great books that would be of interest to other WDS members, let us know! Whether it's history, biography/autobiography, fiction, non-fiction, or personal/professional business development, we welcome your suggestions for Reads & Recommends!

Send your suggestions to our WDS Newsletter Coordinator at: [lschall@womensderm.org](mailto:lschall@womensderm.org)





## Women's Dermatologic Society

As the WDS prepares to celebrate 40 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 November, 2012, with their cumulative rose designation.

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

### RED ROSE \$5,000—\$9,999

Murad Alam, MD  
*In honor of Elizabeth McBurney, Amy Paller and Susan Weinkle*  
Diane Berson, MD  
*In honor of Florence Berson, Judge Edward Kakita and Geraldine Waldorf*  
Steve Clark, MD  
C. Ralph Daniel III, MD  
*In honor of Lenore Kakita, MD, Sabra Sullivan, MD, Jean Bolognia, MD, Marianne O'Donoghue, MD, Judge Edward Kakita, and Boni Elewski, MD*  
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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

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*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*  
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Mark Leibold, MD  
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Darnell Wise, MD

### YELLOW ROSE \$1,000 - \$2,499

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Kimberly Butterwick, MD  
Jean Carruthers, MD  
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Raymond Cornelison, Jr, MD  
Peggy Crawford, MD  
Amy Derick, MD  
Zoe Draelos, MD  
*In honor of Boni Elewski, MD*  
Boni Elewski, MD  
Patricia Engasser, MD  
James Ertle, MD  
*In honor of Elizabeth McBurney, MD and Marianne O'Donoghue, MD*  
Patricia Farris, MD  
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Shirley Jutzi, MD

Bryna Kane, MD  
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Selma E. Targovnik, MD  
*In honor of Herbert Mescon, MD*  
James Taylor, MD  
Nia Terezakis, MD  
Virginia Toulmin, MD  
Patricia Walker, MD





Women's Dermatologic Society

The WDS wishes to thank the following donors who have made contributions through November, 2012.

WHITE ROSE \$500-\$999

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Brett Coldiron, MD
In honor of June Robinson, MD, Boni Elewski, MD, Lynn Drake, MD and Jean Bologna, MD
Dermatology and MOHS Surgery Consulting Staff
Jeanine Downie, MD
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In honor of Suzanne Connolly, MD
Roberta Sengelmann, MD
Virginia Sybert, MD
In honor of the WDS Mentorship Programs and Nancy Esterly, MD
Elizabeth Tanzi, MD
Marcia Tonnesen, MD

GOLD ROSE Up to \$500

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Fatma Alper, MD
Susan Amaturro, MD
In honor of Lenore Kakita, MD
Lisa Anderson, MD
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In honor of Lenore Kakita, MD
Kwame Denianke, MD
Amalie Derdeyn, MD
Christine A. DeWitt, MD
Brenda Dintiman, MD
In honor of Walter Shelley, MD
Anagha Dudhbhate, MD
Bob Durst, MD
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Sharon, Marshall, Br Fishman, MD
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Diane Ford, MD
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Joyce Fox, MD
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William & Carol Fox, MD
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Sheila Friedlander, MD
Robert Friedman, MD
In honor of Florence Berson
Lynn Friedman, MD
In honor of Florence Berson
Sharon Gardepe, MD
In honor of Emily Omura, MD
Roy Geronemus, MD
In honor of Florence Berson

Dina Gerson, MD
In honor of Florence Berson
Barbara Gilchrest, MD
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Anna Guanche, MD
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K. Renee Hamlet, MD
In honor of Andrew Hamlet
Evangeline Handog, MD
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In honor of Walter B. Shelley, MD and E. Dorinda Shelley, MD
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Molly Hinshaw, MD
In honor of Derek Cripps, MD
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Continued on page 10



## Women's Dermatologic Society

The WDS wishes to thank the following donors who have made contributions through November, 2012.

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Katy Lynn Wiltz, MD  
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*In honor of Nia Terezakis, MD, Nancy Esterley, MD, Amy Paller, MD, Dennis Sest, PhD, Dorinda Shelley, MD and in memory of Louise Tavs, MD and Sophia Worobec*  
Cyndi Yag-Howard, MD  
Inia Yevich-Tunstall, MD  
Avis Yount, MD  
Donna Zinman, MD

In the spring newsletter, we introduced our readers to the Skin Advocate iPhone app, developed by WDS member **Shadi Kourosch, MD** and her mentor, Paul Bergstresser, MD (UT Southwestern), with sponsorship of the Society for Investigative Dermatology (SID). The app provides direct links to all the organizations in the Coalition of Skin Diseases (CSD), an alliance of patient advocacy groups. Here, we offer additional information on the Coalition of Skin Diseases.

The CSD advocates on behalf of individuals with skin disease by supporting clinical research, fostering physician and patient education and generating awareness of skin disease while improving the quality of life for those affected. In addition, the CSD supports the growth of member organizations through the sharing of mutual concerns, and works closely with the National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS) to coordinate research efforts for all skin diseases.

Dr. Kourosch recently spoke with us about her inspiration for wanting to raise awareness about the CSD and creating the iPhone app that refers patients to these organizations. “The patient advocacy groups in the Coalition of Skin Diseases are invaluable in helping carry the burden of skin disease for our patients,” she says, “and I am reminded of this daily in seeing the comfort and empowerment in my own patients as they join the communities of support within the CSD. My friendships with the patients and the patient advocates have made me a better clinician, as the aspects of disease and its management are now animated for me by faces and personal stories that can bring hope to each newly diagnosed patient.”

In the mid-1980’s several organizations joined forces to present opinions on issues relating to NIAMS, and in 2008, the Coalition officially incorporated as a non-profit 501(c)3. In joining forces, individual member organizations not only have a stronger voice but are able to share resources and information, allowing each to grow in strength and effectiveness.

Member organizations of the CSD include non-profit entities whose purposes relate to patients affected with skin diseases; non-profit trade, professional, medical, or research organizations whose purposes relate to skin diseases; non-profit health-care organizations, medical centers, or other institutions involved with dermatology research and/or care of skin disease patients; and for-profit industry partners that have an interest in skin diseases or disorders.

The Patient Advocacy Committee of the American Academy of Dermatology (AAD), chaired by WDS member

**Elise Olsen, MD**, actively supports the CSD and all patient-related issues. In conjunction with the AAD, members of the Coalition meet annually with members of Congress to educate elected officials and the public on the seriousness of skin diseases, while stressing the need for increased medical funding. In addition to CSD Development Day and Skin Disease Research Advocacy Day, member organizations have the opportunity to reach out to medical professionals and help close the patient education gap through exhibit booths at the AAD, Dermatology Nurses Association (DNA) and Society for Investigative Dermatology (SID) annual meetings.

On a rotating basis, three member groups form the Executive Committee of the CSD and their representatives serve as President, Vice-President, Secretary and Treasurer. Julie Block, Chief Executive Officer of the National Eczema Association (NEA), currently serves as President of the CSD. In this role, she has witnessed firsthand the “extraordinarily dedicated practitioners who are serving patients,” and is increasingly heartened by what she sees. “The more stakeholders we can bring to the table to understand patient challenges and collaborate with us,” she says, “the greater the opportunities we have to increase patient quality of life and health, to the benefit of not just one patient advocacy group, but for all of us.”

**Vicki Kalabokes**, President and CEO of the National Alopecia Areata Foundation (NAAF), first became involved with the CSD in 1986 through a friend with alopecia areata. While she originally thought she “would be helping out for a year,” Vicki is now in her 26th year with NAAF and along the way served as President of the CSD. She encourages WDS members to learn more about the Coalition and share this information with their patients. “With limited time for face-to-face interactions during office visits,” Vicki explains, “the CSD can help dermatologists provide resources and support, leading to better patient outcomes. Subsequently, patients feel more empowered to take ownership in managing their disease, due in large part to the educational tools and encouragement they receive through our member organizations. The Skin Advocate app is a great tool for making those connections.”

During her tenure as Treasurer, Jean Pickford has seen the CSD maintain its membership base, but says “we are always looking for more skin disease patient advocacy groups to join our efforts. Each individual organization serves a critical role in helping their particular group of patients. Collectively, the CSD advocates for all patients and recognizes that the burden

*Continued on page 13*



## WDS TOPS Program Expands in 2013



Inspired by the inaugural success of the WDS TOPS (*Time Out, Protect your Skin*) program during this past year at the Grace Church School in New York City, the WDS Service Committee and its new TOPS Task Force are busy

working on plans to roll out an expanded program at five schools in 2013. This initiative is part of the overall *Play Safe in the Sun* Campaign that is generously supported by La Roche-Posay.

Through this educational outreach, WDS members develop an ongoing relationship with each participating school to ultimately “sun-proof” the school. This effort includes:

- Faculty sun safety awareness/training day led by local WDS members
- In-school outreach day for students led by local WDS members
- Provision of curriculum materials provided by the American Skin Association and sun safety handouts developed by the WDS Service Committee
- Support for a protective awning for the school’s outdoor play area
- Sunscreen for students

We thank the following WDS members who have been working enthusiastically on developing local programs at public and private elementary schools in their communities: **Megan Bogart, MD (FL); Latanya Benjamin, MD (CA); Suzanne Connolly, MD (AZ); Nanette Silverberg, MD (NY); Becki Tung, MD (IL); and Ashley Wysong, MD (CA).**

In addition to the five schools that will be targeted for the TOPS program in 2013, members interested in reaching out to local schools on their own may receive educational resources and materials through the WDS *Coast-to-Coast Play Safe in the Sun* program. Through this initiative, members receive support for grassroots activities of their own choosing in the communities where they work and live. Sunscreen samples for distribution at the events are also provided to participating members.

To date, nearly 150 WDS members have taken advantage of the educational tools, resources and support offered through *Coast-to-Coast*. In recent years, members have conducted free skin cancer screenings and sun safety educational outreach at diverse venues that include:

- Urban zoo
- Beach volleyball tournament
- July 4th parade
- Elementary school assembly
- Professional and Little League baseball games
- Breast cancer awareness race
- Preschool visit
- Community day at hospital
- In-office sun safety day

***Coast-to-Coast* sun safety toolkits are available year round! To learn more about sign up for this program, please visit: [www.playsafeinthesun.org](http://www.playsafeinthesun.org)** ■



At press time, the WDS Service Committee was in the process of developing the full line-up of *Play Safe in the Sun* events for the 2013 outreach season to complement the TOPS program. The Campaign aims to reach a wide spectrum of people representing all ages, skin types and walks of life in communities where WDS members work and live. Watch for more news by visiting: [www.playsafeinthesun.org](http://www.playsafeinthesun.org).

We appreciate all of the WDS members who volunteer for community outreach efforts. Thanks for making a difference!

## MAKING A DIFFERENCE

# WDS and the Dove® Movement for Self-Esteem

Thanks to a new partnership with Unilever/Dove®, WDS members will now have a very exciting and meaningful opportunity to reach out into their communities to educate young girls and teens about skin care and promote positive self-esteem. By joining in the Dove® Movement for Self-Esteem, WDS members can help encourage and inspire young women and girls to reach their full potential and support the program's vision to "create a world where beauty is a source of confidence, not anxiety."



As a grassroots program, this effort can take shape however each member envisions, and could be as simple as sending a word of encouragement to a girl in your life or supporting self-esteem education in your local community. Excellent downloadable tools are available for interested members to use for local activities of your own choosing. Visit:

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



Pictured alongside Dr. Gohara (far left) are: Alexis Tirado, Managing Editor of MTV ACT; Toni Blackman, Dove Real Woman Role Model, Musical Ambassador, Educator & Artist; Jess Weiner, Dove Global Self-Esteem Ambassador; and Keke Palmer, Actress & Singer.

**Mona Gohara, MD** (WDS Service Committee Co-Chair; pictured above, far left) was joined by WDS President **Janet Hickman, MD**, **Heidi Waldorf, MD**, **Diane Berson, MD** and **Nanette Silverberg, MD** in New York City at The Dove Self-Esteem Weekend 2012 kick-off on October 5 in Times Square. ■

## WDS SPOTLIGHT

*Continued from page 11*

of skin disease is great. We are making a difference in bringing attention to the need for increased research funding and greater awareness of how the skin affects a person – not only medically, but psychosocially as well."

In addition to the Skin Advocate app (available from the Apple App Store), WDS members can learn more about the CSD and its member organizations at [www.coalitionofskindiseases.org](http://www.coalitionofskindiseases.org). WDS members can also sign up for e-news from any of the CSD member organizations

for valuable tips, news about advances in research or treatment advice that can have a tremendous impact on their practice and the patients they serve. ■



Coalition of Skin Diseases  
4301 Connecticut Avenue, NW, Suite 404  
Washington, DC 20008-2369.  
Phone: (202) 243-0115  
Web: [www.coalitionofskindiseases.org](http://www.coalitionofskindiseases.org)

## Petals & Pearls



*Petals & Pearls* captures the wisdom, life experience and practical advice of seasoned WDS members. All WDS members and graduating residents are entitled to receive a copy at no charge, but we do ask for a \$10 donation to cover shipping costs. Additional copies are available for \$65.

**To order your copy of *Petals & Pearls*:**  
Visit: <http://www.womensderm.org/book>  
Call: 877-WDS-ROSE (937-7673)  
E-mail: [wds@womensderm.org](mailto:wds@womensderm.org)

## Notice of Vote to Change WDS By-Laws

WDS members will be voting on a proposed by-laws change to recognize DO's as Active members (currently Affiliate members) at the Annual Meeting Luncheon in Miami, Florida on March 3rd at the 71st Annual American Academy of Dermatology Meeting.

## WDS HAPPENINGS

**T**ina Alster, MD and Ambassador Paul Frazer hosted a cocktail reception on October 26th at their historic (c. 1810) townhouse in the Georgetown neighborhood of Washington, DC. Guests enjoyed seeing the results of a 3-year renovation project, featured in the February, 2011 issue of Architectural Digest. One particular highlight was Dr. Alster's shoe closet (pictured below). Many thanks to Suneva Medical for their support of this event, which anticipated 75 guests and ended up with 150! ■



Left to Right: Susan Weinkle, MD, Joy Rico, MD, Rhoda Narins, MD, and Elizabeth McBurney, MD enjoy a moment together at the WDS Reception in Washington, DC.



Once a collector, always a collector: Dr. Tina Alster in her now famous shoe closet.

## WDS Media Day 2013: *Look Before You Leap!*

**A**t press time, plans were well underway for the WDS Media Day, *Look Before You Leap—Turn to the Women's Dermatologic Society for Expertise in Dermatology*, which will take place on Tuesday, January 15 in New York City.

Co-chaired by **Amy Derick, MD** and **Arielle Kauvar, MD** under the leadership of WDS Communications Committee co-chairs **Mary Lupo, MD** and **Wendy E. Roberts, MD**, this innovative event will involve twenty-two WDS members, who will meet with beauty and health editors deside in magazine offices, covering a range of hot topics in dermatology.

With this year's "look before you leap" theme, WDS experts will address the cautionary side of surgical, medical and cosmetic dermatology to underscore the unparalleled expertise of the dermatologist in preventing and dealing with inherent risks, complications, problems and pitfalls.

As with the previous Media Day, *Skin Stories to Go*, held in 2009, this event will feature a mentoring aspect whereby seasoned experts will be paired with up-and-coming younger dermatologists to create a rewarding experience for all. This media outreach is the fourth of its kind presented by the WDS since 2005.

WDS Media Day 2013 is supported by Ferndale Healthcare, NeoStrata®, Pierre Fabre USA and Rogaine®. To read more about this program, please visit: [www.womensderm.org/mediaday2013](http://www.womensderm.org/mediaday2013) ■

### WDS SCHEDULE OF EVENTS

Tuesday, January 15, 2013

**WDS Media Day 2013**

"Look Before You Leap"

New York, NY

Sunday, January 20, 2013

**WDS Networking Reception**

"Choices of Life Paths in Dermatology"

Co-located with Maui Derm 2013

Grand Wailea Resort & Spa

Maui, HI

Sunday, March 3, 2013

**WDS Annual Meeting Luncheon**

"40 Fabulous Women"

Loews Miami Beach Hotel

Miami Beach, FL

**For more information visit:**

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



## New Delhi, India

Over 60 guests enjoyed the first Joint WDS-IWDS Networking Reception, held during the 5th Asian Society of Pigment Cell Research Congress on November 3, 2012 at the Hotel Ashok in New Delhi, India. Co-chairs **Rashmi Sarkar, MD**, Chief Founder of the Joint WDS-IWDS and **Latika Arya, MD** were joined by Vijay Garg, MD (event patron, and Organizing Chairperson of the 5th ASPCR Congress), guest speaker **Evangeline B. Handog, MD**, **Michele Verschoore, MD** (Joint WDS/EuWDS), and Jean Paul Ortonnem, MD (special guest).

Dr. Handog delivered a keynote address on the reception's theme, Essence of a Woman, in which she noted that "women are a very unique creation of God; they aim for perfection, they want achievement. In the modern world, they are neither inferior nor superior to men, they are equals. I would equate the core of being a woman with success in all aspects of her life: mother, career woman, partner in life, friend, dermatologist, and many more. Really, we can take on many roles." She also noted that "women without ambition rarely achieve greatness."

The event helped generate awareness of the Joint WDS/IWDS, and provided an opportunity to recognize male attendees in a unique way. Dr. Abhay Mani Martin from Kerala, India was selected 'Most Elegant Male Dermatologist,' and presented with a copy of the WDS keepsake book, *Petals & Pearls*.



From Left: Dr. Abhay Mani Martin, voted "Most Elegant Male Derm" receives *Petals & Pearls* book from Dr. Rashmi Sarkar, Dr. Latika Arya and Dr. Evangeline Handog at the Joint WDS/IWDS networking reception in New Delhi.



Joint WDS/IWDS networking reception guests enjoy a lighthearted moment.

## Sydney, Australia

**D**edee Murrell, MD was thrilled to make several 'WDS connections' recently in Sydney, Australia. While on holiday with her children in Australia, **Nancy Todes-Taylor, MD** (WDS member from San Francisco, pictured front row, third from left in the photo below) called on Dr. Murrell and joined her in seeing patients at the St. George Hospital.

Kathleen Nemer (front row, far left in the photo below), a final year medical student at Vanderbilt, heard about Dr. Murrell via WDS member **Mary Alice Mina, MD**. Kathleen is applying to dermatology programs in the USA, and has just completed a month's clerkship at St. George Hospital. She and Dr. Murrell look forward to meeting again at the WDS Annual Meeting Luncheon in March.

The photo below (taken November 22, 2012) includes two of the Korean students who attended a previous leadership retreat in their traditional costumes, along with doctors from the Netherlands, Philippines and Korea! ■



Back row: Dr. Herm Martens (Netherlands), Dr. Joni Lazo Dizon (Philippines), Dr. Jaehwan Kim (Korea) and Dr. Bonnie Fergie (Australia). Middle row: Lesley Rhodes RN (Australia), Shelley Hwang (UNSW student) and Dr. Mae Ramirez (Philippines). Front row: Kathleen Nemer (USA), Dr. Dedee Murrell (Australia), Dr. Nancy Todes-Taylor (USA) and Minhee Kim (UNSW student).



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## NEWS & NEWSMAKERS

The Women's Dermatologic Society congratulates the following members, inducted into the American Dermatologic Association at its annual meeting in Washington, DC in October:

**Kimberly Butterwick, MD**  
**Maria Garzon, MD**  
**Sancy Leachman, MD, PhD**  
**Mary Gail Mercurio, MD**  
**Amanda Oakley, MBChB, FRACP \***  
**Neil Sadick, MD**  
**Julie Schaffer, MD**  
**Heidi Waldorf, MD**

*\* International Honorary ADA Member*



Physicians Leaders Mentors

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

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

### MISSION STATEMENT:

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

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

### VISION STATEMENT:

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

This newsletter is supported by:

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## GOT NEWS?

### We need to hear from you!

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

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

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

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