

PROGRAM & REGISTRATION INFORMATION



AMERICAN DERMATOLOGICAL
ASSOCIATION, INC.



131st Annual Meeting – September 14-18, 2011
Silverado Resort & Spa – Napa, California

PROGRAM

WEDNESDAY, SEPTEMBER 14, 2011

BOARD OF DIRECTORS MEETING AND BREAKFAST

- 8:00 am **Breakfast**
- 8:30 am **Meeting**
- 12:00 PM – 1:30 PM BOARD OF DIRECTORS AND SPOUSE/GUEST LUNCH**
- 4:00 PM – 7:30 PM REGISTRATION**
- 6:00 PM – 7:30 PM OPENING RECEPTION**
- 8:00 PM - 9:00 PM VIOLIN AND PIANO CONCERT AND SING ALONG – TOR SHWAYDER AND JOHN YARBOROUGH**



*John
Yarborough, MD*

John Yarborough, Jr, MD has been a man of many interests, both medical and musical. He is retired from private practice in New Orleans, was clinical professor of dermatology at Tulane's and LSU's Schools of Health Sciences, has been a board member of the American Academy of Dermatology and past president of the American Society for Dermatologic Surgery. Only the second physician (Dr. Albert Schweitzer being the first) ever invited to perform as soloist in subscription concerts of major American Orchestras, Yarborough appeared frequently with the New Orleans symphony including performances of Gershwin's Rhapsody In Blue and Ravel's Concerto for the Left Hand. Conductor Leonard Slatkin invited Yarborough to join him at the keyboards for Benjamin Britten's Scottish Ballad for Two Pianos and Orchestra on Slatkin's inaugural performance as music director of the New Orleans Symphony.



Tor Shwayder, MD

Tor Shwayder, MD, a native of Detroit, Dr. Shwayder began his violin studies at age six with the renowned Russian violinist Mischa Mischakoff. As a teenager he performed chamber music with his mother, a concert pianist, and his brother, a cellist. During his undergraduate days at Harvard, he took a year off to study violin at the Royal Academy of Music in London, England, earning a Licentiate Degree. Throughout college, medical school and beyond he has played with many community orchestras, and continues to do so today. Dr. Shwayder is the director of pediatric dermatology at Henry Ford Hospital in Detroit, MI.

9:00PM DESSERT RECEPTION



PROGRAM

THURSDAY, SEPTEMBER 15, 2011

6:30 AM – 12:15 PM REGISTRATION

6:45 AM – 8:00 AM CONTINENTAL BREAKFAST FOR ADA MEMBERS

7:00 AM – 8:00 AM NEW MEMBER CONCURRENT SESSIONS

7:00 am – 7:30 am **Session 1A**
Andrew Lazar, MD, Session Moderator

7:30 am – 8:00 am **Session 1B**
Nicholas Soter, MD, Session Moderator

8:00AM FIRST EXECUTIVE SESSION

8:15 am **Opening Remarks**
David Pariser, MD, Secretary-Treasurer

8:30 am **Induction of New Members: Active, Associate, and International Honorary Members**
Marianne O'Donoghue, MD, President

9:15 AM PRESIDENTIAL ADDRESS
Marianne O'Donoghue, MD, President

9:45 AM – 10:15 AM BREAK



PROGRAM

THURSDAY, SEPTEMBER 15, 2011 CONTINUED

**10:15 AM – 12:30 PM THURSDAY SCIENTIFIC SESSION
(ADA MEMBERS, SPOUSES AND GUESTS INVITED)
CONTROVERSIES IN DERMATOLOGY**

10:15 AM – 11:45 AM HEALTH SYSTEM REFORM: How Will It Impact Dermatology?

Jack Resneck, Jr. MD

The health system reform legislation passed in 2010 is now being challenged in the courts and in Congress. Provisions of the bill are already being implemented piece by piece. In this session, we will catch up on the latest implications for dermatology, examine the challenges facing medicine with or without the legislation, and have a chance for audience discussion about where medicine goes from here.

11:45 AM – 12:30 PM CONFLICT OF INTEREST DISCLOSURE: Not Enough or Far Too Much

Ronald Moy, MD, Session Moderator

11:45 am **Conflict of Interest Disclosure – Not Enough**

Andrew Blauvelt, MD

12:00 pm **Conflict of Interest Disclosure – Far Too Much**

Theodore Rosen, MD

12:15 pm **Discussion/Audience and Panel**

12:30 pm **Session Adjourns**



PROGRAM

THURSDAY, SEPTEMBER 15, 2011 CONTINUED

OPTIONAL AFTERNOON ACTIVITIES

2:00 PM (sharp) – 5:30 PM WINERY TOUR AND TASTING - OPTIONAL EVENT (see page 14)

REGISTRATION AND FEE REQUIRED

(Buses leave from main parking lot in front of sales office)

2:00 - 5:00 PM WINE BLENDING – OPTIONAL EVENT (see page 14)

REGISTRATION AND FEE REQUIRED

6:30 PM DINNER HONORING NEW MEMBERS AND SPOUSES/GUESTS

ALL ADA MEMBERS AND REGISTERED GUESTS

Location: The Grove

6:30 PM **“Cabernet Chaos” Reception**

Introduction of New Members and Spouses/Guests (Dress: Casual)

7:30 PM **Dinner**

SPOUSE/GUEST ACTIVITIES

8:00 AM CONTINENTAL WELCOME BREAKFAST FOR REGISTERED SPOUSES/GUESTS

Please be present at 9:00 for introduction of New Member Spouses/Guests

10:15 - 12:30 PM HEALTH CARE REFORM AND CONFLICT OF INTEREST

Please join our ADA Members for this joint session.



PROGRAM

FRIDAY, SEPTEMBER 16, 2011

- 6:30 AM – 12:15 PM REGISTRATION**
- 6:45 AM – 8:15 AM CONTINENTAL BREAKFAST FOR ADA MEMBERS**
- 7:00 AM – 8:00 AM NEW MEMBER CONCURRENT SESSIONS**

Session II A

Jean Bologna, MD, Session Moderator

Session II B

Margaret Parsons, MD, Session Moderator

- 8:00 AM – 8:15 AM SECOND EXECUTIVE SESSION (ADA MEMBERS)**
Election of Officers and Board member
- 8:15 AM – 10:00 AM FRIDAY FIRST SCIENTIFIC SESSION (ADA MEMBERS)**
Marianne O'Donoghue, MD, Chair

8:15 AM - 8:45 AM YOUNG LEADERSHIP AWARD AND LECTURE: "STOPPING THE ATOPIC MARCH FROM THE OUTSIDE IN"

Eric Simpson, MD - Introduction by Jon Hanifin, MD



Eric Simpson, MD

Eric Simpson is an Associate Professor and Director of Clinical Studies in the Department of Dermatology at Oregon Health & Science University. He is a general medical dermatologist and has a clinical interest in chronic inflammatory diseases in children and adults. His research focuses on atopic dermatitis and he has been under the mentorship of Jon Hanifin and Frances Storrs since he was a resident. He was recently awarded a Career Development Award from the National Institutes of Health to explore novel strategies of eczema prevention using skin barrier protection. His research has included both epidemiological studies as well as clinical trials of new systemic therapies for severe atopic dermatitis. He sits on the Executive Committee for the Harmonizing Outcome Measures in Eczema (HOME) Group, an international group created to improve the quality of research in this field. His stated research goal is to improve the lives of patients with eczema and their families through a better understanding of the disease and by finding new ways to treat and prevent it.



PROGRAM

FRIDAY, SEPTEMBER 16, 2011 CONTINUED

8:45 AM – 10:00 AM

WHAT'S NEW IN MELANOMA

Darrell Rigel, MD, Session Moderator

8:45 am

What's New in Epidemiology of Melanoma

Darrell Rigel, MD

9:00 am

What's New in Diagnosis of Melanoma

Arthur Sober, MD

9:15 am

What's New in Treatment of Melanoma

Gary Rogers, MD

9:30 am

What's New in the Dermatopathology of Melanoma

Clay Cockerell, MD

9:45 am

Discussion

10:00 AM – 10:30 AM

MEMBERS REFRESHMENT BREAK

10:30 AM – 12:30 PM

PITFALLS, PERILS AND PEARLS

Stephen Stone, MD, Moderator

This session is an update on the top latest pitfalls, complication and perils (plus a few pearls) in the following areas:

Pediatric Dermatology

Amy Paller, MD

Medical Dermatology

Jeffrey Callen, MD

HIV

Marcus Conant, MD

Surgical Dermatology

Roger Ceilley, MD

Contact Dermatology

David Cohen, MD

Aesthetic Dermatology

Susan Weinkle, MD

Lasers

Christopher Zachary, MD

Dermatopathology

Ronald Rapini, MD

Office Efficiency

Allan Wirtzer, MD

Hair Disorders

Maria Hordinsky, MD

Nail Problems

Phoebe Rich, MD

12:30 PM

SESSION ADJOURNS

PROGRAM

FRIDAY, SEPTEMBER 16, 2011 CONTINUED

SPOUSE/GUEST ACTIVITIES

- 8:00 – 9:30 AM** **CONTINENTAL BREAKFAST FOR REGISTERED SPOUSES/GUESTS**
- 10:30 AM** **SUSHI COOKING CLASS –
OPTIONAL EVENT – REGISTRATION AND FEE REQUIRED** (See Page 15)
Includes chef-prepared Asian buffet lunch

OPTIONAL AFTERNOON ACTIVITIES REGISTRATION AND FEE REQUIRED

- 12:30 PM** **ASIAN BUFFET LUNCH** (See Page 15)
Join Sushi Cooking Class registrants for a chef-prepared Asian Buffet
- 1:00 PM** **TENNIS TOURNAMENT** (See Page 15)
Tennis Complex
- 1:00 PM** **ADA GOLF TOURNAMENT** (See Page 16)
Silverado North Course
- 2:00 PM** **BOCCE BALL** (See Page 16)
Location: The Spa Bocce Courts
This is for all levels, including beginners, and instruction will be provided

Box lunches included with Golf and Tennis events only

EVENING AT LEISURE



PROGRAM

SATURDAY, SEPTEMBER 17, 2011

6:30 AM – 12:00 PM REGISTRATION

6:45 AM – 7:45 AM FIRST 5-YEAR MEMBER BREAKFAST SESSION

Note: This session limited to ADA members elected from 2007-2011 and Board members is to discuss issues of common interest

6:45 AM – 8:15 AM CONTINENTAL BREAKFAST FOR ADA MEMBERS

**7:00 AM – 8:00 AM INTERNATIONAL ADVANCES IN DERMATOLOGY–
PRESENTATION BY NEW INTERNATIONAL MEMBERS**

Mark Nestor, MD, Session Moderator

8:00 AM – 10:00 AM SATURDAY FIRST SCIENTIFIC SESSION (ALL ADA MEMBERS)

8:00 AM – 9:30 AM DRUG DEALS

Raymond Cornelison, Jr. MD, Moderator

Panel: *Humberto Antunes*

Steven Clark

Stephen Katz, MD

David Pariser, MD

Charles Stiefel

This session will explore the relationship between pharmaceutical companies and Dermatology, past, present and future. CMSS guidelines and PhRMA guidelines for physician relationships will be explored through lively discussion with panel and audience.

8:00 am – 8:15 am **Council of Medical Specialties Code for interaction with companies**

David Pariser, MD

8:15 am – 8:30 am **Industry-Physician Interaction**

Stephen Katz, MD

8:30 am – 8:45am **Pharmaceutical Research and Manufacturers of America Code
on Interaction with Healthcare Providers**

Steven Clark, Charles Stiefel, Humberto Antunes

8:45 am – 9:30 am **Panel and Audience Discussion**

PROGRAM

SATURDAY, SEPTEMBER 17, 2011 CONTINUED

9:30 AM – 10:15 AM IS MOHS SURGERY OVERUSED?

Brett Coldiron, MD, Session Moderator

9:30 am **Mohs Surgery is Overused and Abused**

Brett Coldiron, MD

9:45 am **Mohs Surgery is not Overused and Abused**

Daniel Siegel, MD

10:00 am **Discussion and Comments: Panel and Audience**

10:15 AM – 10:45 AM MEMBERS REFRESHMENT BREAK

SATURDAY SCIENTIFIC SESSION (ADA MEMBERS)

10:45 AM – 12:30 PM THE FIVE MINUTE WOW!

Phoebe Rich, MD, Session Moderator

The following ADA members have generously agreed to give us 5 minutes of their best: it may be an incredible case, what made them famous, a blunder that they learned from, a scientific breakthrough, an epiphany, a pearl, their all-time favorite patient/case/disease/story in dermatology, or anything else that they wish to WOW us with.

Kim Yancey, MD

Ilona Frieden, MD

Erin Boh, MD

Brian Berman, MD

Timothy Berger, MD

Lynn Drake, MD

James Taylor, MD

John Wolf, MD

Michael Tharp, MD

Lawrence Schachner, MD

James Ertle, MD

Kevin Cooper, MD

Gerald Krueger, MD

Lynn Cornelius, MD

12:30 PM SESSION ADJOURNS



PROGRAM

SATURDAY, SEPTEMBER 17, 2011 CONTINUED

SPOUSE/GUEST MORNING ACTIVITIES

8:00 AM – 9:30 AM **CONTINENTAL BREAKFAST FOR REGISTERED SPOUSES/GUESTS**

9:30 AM – 10 AM **GOOD SPOTS AND BAD SPOTS (NO, NOT ON THE SKIN)
FOR DEVELOPMENT AND LIVING**



David Sander, PhD

David Sander, PhD

David M. Sander, Ph.D., is a scientist and an elected official – and therefore has successfully spanned two career fields — one based on logic, and one best described as anything but logical. In addition, he is the husband of ADA member Margaret Parsons, MD.

Dr. Sander received a Ph.D. in Molecular and Cellular Biology from Tulane University (Virology) following undergraduate work at Saint Louis University. He has held leadership positions in the American Society for Microbiology, American Society for Virology and the American Association for the Advancement of Science. He served two years as a Congressional Science Fellow in the U.S. House of Representatives.

Vice Mayor Sander was elected to the City Council of Rancho Cordova California in 2002 and he has been reelected twice. He served as Mayor in 2007 and as Vice Mayor in 2006 and 2011. He has held leadership posts in the National League of Cities, the League of California Cities, and in a variety of regional board and commissions. He proudly led his city to victory in 2010 when Rancho Cordova was named an All America City.

David has been active in many community, state, and national endeavors. He is a board member of the National Civic League, proudly occupying the Teddy Roosevelt seat. He is President of the Board of the Cordova Community Council, a founder and past chair of the Rancho Cordova 4th of July Committee, among others. He has been a delegate to the National Summit on Retirement Savings at the White House and was a member of the California State Franchise Tax Board's Technical Advisory Committee. David co-chaired a successful ballot measure that funded \$49 million in school improvements (Rancho Cordova Kids First).

11:00 AM - 11:45 AM **LITERARY DISCUSSION / BOOK CLUB**

Leader: Mozelle Fruge

"Freedom" by Jonathan Franzen



PROGRAM

SATURDAY, SEPTEMBER 17, 2011 CONTINUED

OPTIONAL AFTERNOON EVENTS - REGISTRATION AND FEE REQUIRED

1:00 PM – 5:00 PM **NAPA VALLEY CYCLING AND WINERY TOUR** *(includes lunch; see page 16)*

Meet at parking lot in front of sales office

Spend some time in the sunshine and shade of the valley floor, where the terrain remains flat and easy to handle. The tour includes twenty miles of terrain taken at a leisure pace with frequent stops including stops at two of the valley's premier wineries. Enjoy your gourmet lunch in one of the valley's many dramatic settings.

PRESIDENT'S COCKTAIL RECEPTION AND DINNER DANCE Markham Vineyard



Attire: Black Tie

**6:00 p.m. (prompt)
Buses depart for the
Markham Vineyard
from main parking lot
in front of sales office.**

***Please note:
Private parking is NOT available
at Markham Vineyard.
Bus transportation is required.***



**6:30 pm – 7:00 pm - Reception
7:00 pm – Dinner, Entertainment and
Dancing to the "Music of the Night"**

PROGRAM

SUNDAY, SEPTEMBER 18, 2011

7:30 AM – 8:30 AM REGISTRATION

7:30 AM – 8:30 AM BOARD OF DIRECTORS' MEETING

**7:30 AM – 9:00 AM FAREWELL BREAKFAST BUFFET
(ADA members and Registered Spouses/Guests)**

9:00 AM – 11:00 AM SUNDAY SCIENTIFIC SESSION (ADA MEMBERS)

SCIENCE AND TECHNOLOGY IN DERMATOLOGY 2011

Michael Tharp, MD, Moderator

9:00 am – 9:45 am **Decision Making in Dermatology: Is It Evidence-Based?**
William Eaglstein, MD and Robert Kirsner, MD

9:45 am **Evidence-Based Procedural Dermatology**
Murad Alam, MD

10:00 am **Practice Gaps**
Erik Stratman, MD

10:15 am **Technology for Dermatologists**
Daniel Siegel, MD

10:30 am **Mechanism-Based Medical Approaches to Treating Skin Cancer**
Andrzej Dlugosz, MD

10:45 am **Questions and Discussion**

10:45 AM THIRD EXECUTIVE SESSION (ADA MEMBERS)

Proposed New Members for 2012

David Pariser, MD, Secretary-Treasurer

Suggestions for next year's Scientific Program

2012 ADA Annual Meeting

October 24-28, 2012

The Four Seasons

Washington, D.C.

Andrzej Dlugosz, MD, Program Chair

11:00 AM MEETING CONCLUDES



OPTIONAL ACTIVITIES & SOCIAL EVENTS

OPTIONAL ACTIVITIES – REGISTRATION AND FEE REQUIRED

Please note that there are minimum and maximum numbers for activities. If the minimum is not met or the maximum is exceeded for an activity for which you are registered, you will receive a full refund.

RUTHERFORD HILL AND MUMM WINERY TOUR AND TASTINGS

Thursday, September 15
2:00 pm - 5:30 pm

There are highs and lows to be experienced on a trip to Rutherford Hill, in an experience that is purely uplifting. The lows refer to their incredible mile-long network of caves, the last thing you'd expect after climbing hundreds of feet to get to the winery. Perched high above the valley floor stands the leading maker of Napa Valley Merlot. Rutherford Hill has carved out an impressive niche in the valley's wine business by all but cornering the market for this popular varietal. The caves, drilled over a period of nearly two years with equipment shipped in from England, are a remarkable achievement that has contributed to the winery's long story of success.

Tours include visits to long, narrow fermentation rooms, production areas and the incredible network of corridor caves. You'll learn why caves are so instrumental in crafting superior wines from some of Napa's leading authorities. Then taste the results of their diligent efforts, amidst the warm woods of the tasting room, or better yet, overlooking the southern valley from the oak-shaded picnic grounds. Your guests will rave about the view, the wine, and the caves, so a stop here may well be the high point of any Napa itinerary. As for the wine, Rutherford Hill's Merlots are legendary. We also invite you to try the Cabernet Sauvignon and the smooth texture of their Chardonnay.



Please pardon the pun, but a visit to the Mumm Winery and Vineyard leaves little room for words. The grand scale of the winery's main building, a large and rustic barn-shaped structure built to resemble the ones that once dominated the valley, is impressive enough to leave visitors in a respectful hush. Terra cotta tiles lead guests through one of the most stunning displays of black and white photography they'll ever witness. The beauty and tranquility of the Napa Valley has been captured by Ansell Adams himself, and the stunning results are on display only at Mumm. Just as the superlatives begin to form at their lips, they are escorted into the tasting foyer, where Mumm's signature sparkling wine beckons a taste. Staring through the picture window that frames the vine's progression to the horizon, or out on the patio, they will be more than content to simply sip, quietly relishing the sound of silence. Evaluate and compare any of Mumm's three fantastic Bruts: Blanc de Blancs, Blanc de Noir, or Brut Prestige. (Wine selections vary depending on season and availability.)

For full enjoyment of the tour experience, we recommend comfortable walking shoes, a light sweater or jacket during cooler months, and sunglasses.

Fee: \$100/person

WINE BLENDING ON WHEELS! (at the Silverado Resort)

Thursday, September 15
2:00 pm - 5:00 pm

The program both challenges and entertains the wine expert and the uninitiated. Your group will be divided into teams of 6-8 people and provided with the proper enological tools to blend a selection of high-end varietal wines into a killer, Napa Valley, red wine blend. Graduated cylinders, pipettes, beakers, tasting glasses and most importantly, great, Napa Valley red varietal wines will be provided. In conjunction with Bin to Bottle, Napa Valley's premier custom crush winery, we will provide a selection of premium varietal wines for your group to blend during the program. All of the wines provided come from vineyards producing ultra premium Napa Valley brands. Each team will strategize, measure, blend and taste until they feel

OPTIONAL ACTIVITIES & SOCIAL EVENTS

they have concocted the best wine from the provided components. A blind tasting will determine the best-blended wine.

During the judging each team will nominate a "taster" to be on the panel along side our professional winemaker. The judges will make their choices as to which wine they prefer. Votes will be tallied, the winning wine announced and the bottling process will begin. Each participant will be taking home a bottle of the winning wine. Right on site, we will bottle the winning wine and cork your bottles. Now that is what we call Wine Blending.

Fee: \$140/person

KONICHI WA ! WASABI ! Sushi Cooking Class at Silverado Resort

Friday, September 16

10:30 am - Sushi Cooking Class

12:30 pm chef-prepared Asian buffet lunch

Be prepared to sample the wonders of your own cooking! Enjoy our own professionally trained chef and his expertise teaching the wonders of making sushi. Take these secrets home and impress your guests as well as discovering the ease of creating something special. Food preparation stations are set up for teams of two. Be sure to pay attention as you get to eat what you complete!!! Complete with rice, vegetables and protein, this is an interactive and fun event with Asian buffet lunch.

Fee: \$150/person – includes Asian Buffet lunch and refreshments for registrants

\$50/person Asian Buffet lunch only



TENNIS – AT THE SILVERADO COURTS

Friday September 16

1:00 pm - 4:00 pm

Silverado Resort and Spa is the perfect destination to step onto the court and be surrounded by beautiful wine country. The resort has 13 hard courts and the tennis program is directed by Peter Burwash International (PBI), known worldwide for their 36 years of providing first-class tennis professionals to five star resorts and clubs. The American Dermatology Association will be hosting a fun-friendly tournament on Friday September 16th from 1-4PM. Supervised by a Silverado tennis pro, participants will compete in a round robin format where they will accumulate their own score as they play with and against many different players.

Fee: \$65/person – includes box lunch



OPTIONAL ACTIVITIES & SOCIAL EVENTS

GOLF – SILVERADO NORTH COURSE

Friday September 16

1:00 pm - 5:00 pm

Silverado's two championship golf courses stand as the hallmark of the Napa Valley Golf experience. Both courses feature water crossings, elevation changes and routing through historic oak trees. We will be playing the North Course which has just been renovated by Johnny Miller, and will be a must play in the years to come. The challenge, visual sensation, and special ambiance of Silverado set the standards by which all others are measured. The beautiful golf courses and exceptional level of customer service bring the renowned Troon Golf Experience to this world-renowned destination.

Cost: \$165/player – includes cart, range balls and box lunch



BOCCE

Friday September 16

2:00 pm - 5:00 pm

Never played bocce? Not a problem! Professional instructor will be available.

Bocce is a ball sport belonging to the boules sport family, closely related to bowls and pétanque with a common ancestry from ancient games played in the Roman Empire. Developed into its present form in Italy (where it is called Bocce, the plural of the Italian word *boccia* which means "bowl"), it is played around Europe and also in overseas areas that have received Italian immigrants, including Australia, North America and South America initially amongst the immigrants themselves but slowly becoming more popular with their descendants and the wider community. Bocce

is a popular passtime in the Napa Valley. Silverado Resort installed 3 bocce courts in 2008 and they are now in constant use. What other sport can you play with a glass of wine in your hand?

For full enjoyment of the experience, we recommend comfortable walking shoes, a light sweater or jacket during cooler months, and sunglasses.

Cost: \$60/person

EASY AS THE BREEZE – NAPA VALLEY CYCLING, WINERY TOUR & LUNCH

Saturday, September 17 Meeting in Parking Lot

Bicycle Fitting at Resort: 1:00 pm

Return to Resort: 5:00 pm

You may feel as if you're playing a part in an epic film. Cycling the country lanes of Napa Valley, the breeze in your hair and vineyards at your side; it's one of those poignant life experiences people like to talk about at parties. Spend some time in the sunshine and shade of the valley floor, where terrain remains flat and easy to handle for even novice cyclists. Your dramatic surroundings are definitely the main attraction, but stops at two of the valley's premier wineries will give everyone a chance to enjoy the day at an easy pace, and learn some things about wine along the way. Cycling is one of the best ways to take advantage of the incredible natural beauty that abounds here, and makes an ideal break from indoor business sessions. Standard tours cover about twenty miles of terrain, taken at a leisurely pace with frequent stops for resting and photography. All riders will enjoy a gourmet lunch during their excursion in one of the valley's many dramatic settings.

Cost: \$195/person



SCENES FROM THE 2010 ANNUAL MEETING



SCENES FROM THE 2010 ANNUAL MEETING



GENERAL INFORMATION

HOTEL INFORMATION

Silverado Resort and Spa

1600 Atlas Peak Road
Napa, California 94558
Phone: 1-707-257-0200
Fax: 1-707-257-2867
www.silveradoresort.com

Silverado Resort and Spa is your gateway to the enchanting allures of Napa Valley. Tucked into the rolling hills of California's world-famous Wine Country, the resort combines state-of-the-art business facilities with endless recreational possibilities.

Whether you prefer to unwind with a round of golf on one of two award-winning, PGA championship courses, or with a soothing fireside massage in the full service spa, you'll discover renewal and rejuvenation around every corner. Take a dip in one of 10 swimming pools, play a game of tennis on one of 13 courts, or explore the many hiking and biking trails. Of course, the close proximity to more than 200 wineries means you're never too far away from a spectacular Pinot Noir or Chardonnay.

The prime location also means you'll dine on fresh, local, and seasonal produce, seafood, meats, and cheeses at one of three outstanding restaurants.

Room Rates

One Bedroom Fireplace Suite \$285.00

Two Bedroom Fireplace Suite \$395.00

There may be a limited number of "Silverado Guestrooms" available at a lower price, but these rooms may be the second or third bedroom of another suite which may have limited access only through a sliding glass patio door. If booking one of these rooms, please get a clear understanding of the room size and configuration from the reservations agent.

There is currently a 14% occupancy tax. In addition, there is a \$20.00 per night Resort Fee which covers Bell gratuities, on-property transportation gratuities, self and valet parking, unlimited personal WIFI access, unlimited local calls, USA Today delivered to each room, complimentary tennis, complimentary golf bag storage, access to fitness and workout facility, admittance to fitness classes.

The hotel guarantees these rates until August 16, 2011.

HOTEL RESERVATIONS

To reserve a room for the meeting call the hotel at 800-532-0500 and reference the American Dermatological Association to receive the group rate.

A credit card is required to guarantee the reservation. Cancellations must be made at least 7 days before day of arrival. Within 7 days, a full days room and tax will be charged.

Check-in is after 4:00 pm and check-out time is by 12 noon. If you arrive before check-in time please check with the Front Desk. If your room is not ready at that time the Front Desk will take your cell phone number and call you when the room is ready. The Bellmen can assist you with storing your luggage if needed.

THE SPA AT SILVERADO

The Spa at Silverado is a special treat, and it's just waiting to pamper you! Inspired by the serene sophistication of a classic Roman spa, The Spa at Silverado offers fitness, Spa and salon services surrounded by tranquil garden courtyards and breathtaking scenic views. Its goal is to offer both the novice and seasoned spa-enthusiast a haven of absolute relaxation and healthy spa rejuvenation. Services are designed for both men and women.

Phone: 707-257-5555

Email: Spa@SilveradoResort.com

PERSONS WITH DISABILITIES

Services for persons with disabilities are available. If special arrangements are required for an individual to attend this meeting, please notify the ADA Headquarters Office at (954) 452-1113 in advance of the meeting.

SUGGESTED MEETING DRESS – RESORT CASUAL

Ties are not needed during the scientific sessions. Collared sports shirts are preferred for gentleman. Dinner Honoring New Members on Thursday is casual and dress for the President's Dinner on Saturday is black tie.

New members will need very casual dress (e.g. jeans) for an activity at the Dinner Honoring New Members.



GENERAL INFORMATION

AIR TRANSPORTATION

Silverado Resort and Spa, in the Napa Valley, is located near three major airports:

- San Francisco International Airport (SFO)
55 miles/75 minutes
- Oakland International Airport (OAK)
50 miles/60 minutes
- Sacramento International Airport (SMF)
45 miles/60 minutes

DRIVING DIRECTIONS

From San Francisco Intl. Airport via the Oakland Bay Bridge and the Carquinez Bridge: (approx. 60 miles)

- Take Airport Exit onto Highway 101 North for 12.3 miles towards San Francisco / San Bruno
- Take 80 East and cross the Oakland Bay Bridge for 8.3 miles
- Follow signs to 80 East (Berkeley/Sacramento) for 24.2 miles
- Exit at Highway 37 Exit (Napa/Vallejo) for 2 miles
- Take Highway 29 (Napa/Vallejo) for approximately 14 miles (Do not exit Downtown Napa / Lake Berryessa off ramp)
- Turn right onto Trancas St. for 1.9 miles (you are now 10 minutes away)
- Continue on Trancas St. and follow the sign to Lake Berryessa (Highway 121 Monticello Road) for 1.1 miles
- Turn left on Atlas Peak Road for 0.8 miles
- Turn right at the traffic light and drive right up to the Mansion!

From San Francisco Intl. Airport via the Golden Gate Bridge: (approx. 72 miles)

- Take Airport Exit onto Highway 101 North for 12.3 miles towards San Francisco / San Bruno
- Take the Golden Gate Bridge exit for 1.2 miles
- Turn left on South Van Ness for 2 miles
- Turn left on Lombard Street / Highway 101 for 1.1 miles
- Continue on Highway 101 and cross the Golden Gate Bridge for 22.4 miles
- Exit Highway 101 at Highway 37 (Napa/Vallejo) for 7.7 miles
- Turn left on Highway 121 North (Napa/Sonoma) for 6.6 miles

- Follow Highway 121 North until the highway ends for 9.4 miles
- Turn left onto Highway 29 North for 4.5 miles
- Turn right onto Trancas St. for 1.9 miles (you are now 10 minutes away)
- Continue on Trancas St. and follow the sign to Lake Berryessa (Highway 121 / Monticello Road) for 1.1 miles
- Turn left onto Atlas Peak Road for 0.8 miles
- Turn right at the traffic light and drive right up to the Mansion!

From Oakland Airport: (approx. 50 miles)

- Take Airport Dr. onto Hegenberger Road to 880 North for 10.9 miles
- Keep right onto 80 East (Berkeley/Sacramento) for 23.7 miles
- Exit at Highway 37 Exit (Napa/Vallejo) for 2 miles
- Take Highway 29 (Napa/Vallejo) for 10 miles (Do not exit Downtown Napa / Lake Berryessa off ramp)
- Turn right onto Trancas St. for 1.9 miles (you are now 10 minutes away)
- Continue on Trancas and follow the sign to Lake Berryessa (Highway 121 / Monticello Road) for 1.1 miles
- Turn left onto Atlas Peak Road for 0.8 miles
- Turn right at the traffic light and drive right up to the Mansion!

From Sacramento Airport: (approx. 73 miles)

- Take Highway 5 South onto Highway 80 West (San Francisco) for 7.4 miles
- Stay on Highway 80 West (San Francisco) for 46.9 miles
- Take Highway 80 West onto Highway 12 (Napa / Sonoma) for 5.9 miles
- Turn right on Highway 29 North for 9.9 miles (do not exit Downtown Napa / Lake Berryessa off ramp)
- Turn right onto Trancas St. for 1.9 miles (you are now 10 minutes away)
- Continue on Trancas St. and follow the sign to Lake Berryessa (Highway 121 / Monticello Road) for 1.1 miles
- Turn left onto Atlas Peak Road for 0.8 miles
- Turn right at the traffic light and drive right up to the Mansion!

GENERAL INFORMATION

MEETING REGISTRATION

The Board of Directors has established an Annual Meeting registration fee of \$795 and a spouse/guest fee of \$595. Accompanying children must be registered at \$200 each. A \$150 discount will apply to those members and spouse/guests who have submitted their registration materials and payment by the August 15, 2011 deadline. There are NO discounts available if complete registration materials and payment are NOT received by that time. Registrations received on or after September 8, 2011, are increased to \$1000 for members and \$795 for spouse/guests.

Registration for members includes admission to all general and executive sessions, daily breakfasts, opening reception, concert, Thursday Dinner Honoring New Members, and the President's Dinner on Saturday.

If you wish to register a spouse/guest, please indicate his/her name on the advance registration form. The spouse/guest registration entitles admittance to the spouse/guest breakfasts, opening reception, concert, Thursday Dinner Honoring New Members, Book Club Discussion, joint session with Members on Thursday morning, David Sander presentation and the President's Dinner on Saturday.

Registration is required for children and they will be identified with a special badge. Children's registration includes opening reception, concert, Thursday Dinner Honoring New Members and breakfasts only.

CANCELLATIONS & REFUNDS

Meeting registration fees, less a \$50 administrative fee, will be refunded upon written notice of cancellation. In order to qualify for a refund of fees, cancellation notice must be received in writing to the headquarters office no later than August 13, 2011. According to standing policy, reaffirmed by the Board of Directors on February 3, 2011, there will be **no refunds after the August 13, 2011 cut-off date**. Please note, there is no provision for partial registration fees or refunds for activities not attended.

CME ACCREDITATION

Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Eastern Virginia Medical School and the American Dermatological Association. Eastern Virginia Medical School is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation

Eastern Virginia Medical School is expected to designate this Continuing Medical Education Activity for AMA PRA Credit. Please see the On-Site Program, distributed at registration, for further information about CME Credit.

Per Board policy, CME Credit is offered only to ADA member physicians.

EVALUATION

You will receive evaluation forms in your registration packet for each day of Scientific Sessions. Please fill out the forms completely and deposit them in the collection box at the registration desk at the conclusion of the meeting.

DISCLOSURE OF CONFLICT OF INTEREST

Members and guests are reminded that conflict of interest disclosure is required of all speakers and participants. Speakers from the audience are also required to indicate any relevant conflicts of interest if they discuss a given topic.

BYLAWS ARTICLE III, SECTION 4 (B,1)

If any Active Member shall fail to attend at least one (1) Annual Meeting out of any three (3) consecutive Annual Meetings without an excuse acceptable by the Board of Directors, such member's membership shall terminate upon presentation by the Secretary to the Board of Directors of a report of such failure. This report shall be presented to the Board of Directors at their next meeting following the Annual Meeting at which the delinquency became complete and such member or members shall be notified by mail of the termination of their membership.

ADMINISTRATIVE REGULATIONS

Attendance at the scientific programs of the annual membership meeting shall be limited to members, spouses/guests of members and guests invited by the Board of Directors.

ADA OFFICERS & COMMITTEES

AMERICAN DERMATOLOGICAL ASSOCIATION, INC.

BOARD OF DIRECTORS

Marianne N. O'Donoghue, MD, President
 Rex Amonette, MD, Vice President
 David M. Pariser, MD, Secretary-Treasurer
 Eugene Bauer, MD, Assistant Secretary-Treasurer
 Nicholas A. Soter, MD, Immediate Past President
 John. E. Wolf, Jr., MD, Historian

Term Expires

Henry W. Lim, Director 2011
 Maria K. Hordinsky, MD, Director 2012
 Jeffrey P. Callen, MD, Director 2013
 John C. Maize, MD, Director 2014
 Amy S. Paller, MD, Director 2015

COMMITTEES

MEMBERSHIP COMMITTEE *Term Expires*

Michael D. Tharp, MD, Membership Secretary 2012
 Victoria P. Werth, MD, Chair 2011
 Raymond L. Cornelison, Jr., MD 2012
 Erin E. Boh, MD 2013
 Robert Swerlick, MD 2014
 Vincent A. DeLeo, MD 2015
 David M. Pariser, MD, *Ex-Officio* 2011

HONORARY MEMBERSHIP COMMITTEE

Term Expires
 Alan R. Shalita, MD, Chair 2011
 Boni E. Elewski, MD 2012
 Bruce C. Wintroub, MD 2013
 Ronald A. Brancaccio, MD 2014
 David M. Pariser, MD, *Ex-Officio* 2011

NOMINATING COMMITTEE *Term Expires*

Antoinette F. Hood, MD, Chair 2011
 Roger I. Ceilley, MD 2012
 Wilma F. Bergfeld, MD 2013
 Richard L. Edelson, MD 2014
 David L. Ramsay, MD 2015
 David Pariser, MD, *Ex-Officio* 2011

EDUCATION COMMITTEE *Term Expires*

John J. DiGiovanna, MD, Chair 2011
 Nicholas A. Soter, MD 2012
 Maria K. Hordinsky, MD 2013
 Alexa Boer Kimball, MD 2014

PROGRAM COMMITTEE *Term Expires*

Phoebe C. Rich, MD, Chair 2011
 Andrzej A. Dlugosz, MD 2012
 Michael D. Tharp, MD 2013
 Erik J. Stratman, MD 2014
 David Pariser, MD, *Ex-Officio* 2011

AUDITING COMMITTEE *Term Expires*

John J. Zone, MD, Chair 2011
 Sewon Kang, MD 2012
 Roy G. Geronemus, MD 2013
 David Pariser, MD, *Ex-Officio* 2011

ETHICS COMMITTEE *Term Expires*

Diane R. Baker, MD, Chair 2011
 Thomas L. Ray, MD 2012
 June K. Robinson, MD 2013
 Hilary E. Baldwin, MD 2014
 David M. Pariser, *Ex-Officio* 2011

ALTERNATE PATHWAYS COMMITTEE *Term Expires*

Wilma F. Bergfeld, MD, Chair 2011
 Harold J. Brody, MD 2012
 Lynn A. Cornelius, MD 2013
 Antoinette F. Hood, MD 2014
 David M. Pariser, *Ex-Officio* 2011

ENDOWMENT COMMITTEE

(no terms assigned)
 Ralph Daniel, MD
 Elizabeth McBurney, MD
 Rex Amonette, MD
 David Pariser, MD

MEETING SITE COMMITTEE *Term Expires*

David Pariser, MD, Secretary-Treasurer, Chair 2011
 Andrew Blauvelt, MD 2011
 Stephen P. Stone, MD 2012
 Suzanne M. Connolly, MD 2013
 David E. Cohen, MD 2014





ADA 131ST ANNUAL MEETING | SEPTEMBER 14 - 18, 2011

ADVANCE REGISTRATION FORM

PLEASE TYPE OR PRINT ATTENDEE NAME

NAME _____ PHONE _____

E-MAIL _____ SPOUSE/PARTNER EMAIL _____

ADDRESS _____

CITY _____ STATE/REGION _____ ZIP CODE _____

REGISTRATION

ADA Member Received by August 15, 2011 \$645

ADA Member Received after August 15, 2011 and before September 8, 2011 \$795

ADA Member Received on or after September 8, 2011 \$1000 FEE \$ _____

Includes: Educational sessions, Executive Sessions, Breakfasts, Opening Reception, Concert, Dinner Honoring New Members, and President's Dinner. T-SHIRT SIZE: S M L XL XXL

Spouse/Guest Received by August 15, 2011 \$445

Spouse/Guest Received after August 15, 2011 and before September 8, 2011 \$595

Spouse/Guest Received on or after September 8, 2011 \$795 FEE \$ _____

Includes: Breakfasts, David Sander presentation, Opening Reception, Concert, Book Club Discussion featuring author Jonathan Franzen, Dinner Honoring New Members, and President's Dinner. T-SHIRT SIZE: S M L XL XXL

NAME OF SPOUSE/GUEST: _____

Children — Accompanying children must be registered at \$200 each. # of children _____ FEE \$ _____

Includes: Breakfasts, Concert, Dinner Honoring New Members and Opening Reception only

NAME(S) OF CHILD/CHILDREN: _____

SOCIAL FUNCTIONS

FEE: No additional charge if registered for the meeting, **however you MUST reserve for each event.**

	# OF ATTENDEES
Wednesday, September 14 Opening Reception (6:00 – 7:30 PM)	_____
Thursday, September 15 Dinner Honoring New Members (6:30 PM)	_____
Saturday, September 17 President's Cocktail Reception and Dinner	_____
Indicate menu choice for each attendee: ___ Beef ___ Chicken ___ Vegetarian	
Sunday, September 18 Farewell Breakfast Buffet (Served from 7:30 – 9:00 AM)	_____

OPTIONAL TOURS AND SPORTS EVENTS

	# OF ATTENDEES		
Thursday, September 15 Rutherford Hill And Mumm Winery Tour/Tastings (2:00 - 5:30 PM)	_____	@ \$100	FEE \$ _____
Thursday, September 15 Wine Blending On Wheels! (2:00 - 5:00 PM)	_____	@ \$140	FEE \$ _____
Friday, September 16 Sushi Cooking Class with Asian Buffet lunch (10:30 AM)	_____	@ \$150	FEE \$ _____
Asian Buffet lunch only (12:30 PM)	_____	@ \$ 50	FEE \$ _____
Friday, September 16 Tennis at The Silverado Courts (1:00 - 4:00 PM)	_____	@ \$ 65	FEE \$ _____
Friday, September 16 Golf – Silverado North Course (1:00 - 5:00 PM)	_____	@ \$165	FEE \$ _____
Friday, September 16 Bocce at Silverado Resort (2:00 - 5:00 PM)	_____	@ \$ 60	FEE \$ _____
Saturday, September 17 Napa Valley Cycling, Winery Tour & Lunch (1:00 - 5:00 PM)	_____	@ \$195	FEE \$ _____

TOTAL FEES \$ _____

PAYMENT METHOD

Make checks payable in US dollars to ADA and MAIL to: ADA, PO Box 551301, Davie, FL 33355. Please allow an additional 5 days for processing. If paying by credit card, complete the information below and FAX to: (305) 945-7063 OR MAIL to: ADA, PO Box 551301, Davie, FL 33355.

VISA MasterCard Credit Card # _____

Exp. Date _____ Signature _____

Address of Credit Card Billing _____

Refunds, less a \$50.00 administrative fee, will be available for cancellations received in writing at the society office on or prior to August 13, 2011. After that date, no refunds will be provided. There will be no provision for partial registration fees or refunds for activities not attended.