



Association of Women Surgeons

SAN FRANCISCO ■ CALIFORNIA

2008 FALL CONFERENCE
OCTOBER 12 - 14 ■

ALL MEETINGS WILL BE HELD AT THE SAN FRANCISCO MARRIOTT LOCATED AT
55 FOURTH STREET, SAN FRANCISCO, CA. PHONE: 415-896-1600

7:30 – 8:30 A.M.

**Registration and Continental Breakfast with
Corporate Partners and AWS Resident and
Student Poster Sessions**

8:30 A.M.

**Welcome
Mary Hooks, MD, FACS, President**

8:35 A.M.

**Program Introduction
AJ Copeland, MD, FACS, President-Elect and Program Chair**

8:45 – 10:15 A.M.

Presentation – TONGUE FU!®



Sam Horn has an impressive personal and professional background that contributes to her being an award-winning keynote speaker, best-selling author, respected creative consultant, and in-demand media resource. Ms. Horn has presented for a number of organizations including Hewlett-Packard, NASA, ServiceMaster and the American Bankers Association.

A respected author of well-reviewed books from major publishers including **TONGUE FU!®**, *ConZentrate*, *What's Holding You Back?*, *Take The Bully By The Horns* and her most recent book *POP! Stand Out in Any Crowd*.

Would you like to improve your professional relationships and learn:

- **What to say – when you don't know what to say**
- **How to deal with difficult people – without becoming one yourself**
- **To prevent stressful, time-consuming misunderstandings**

*If so, you'll love **TONGUE FU!®***

Math, science and history are all taught in school – but not how to communicate in ways that turn conflict into cooperation. We're not taught what to say when people won't listen to reason; when someone blames us for something that's not our fault; how to sensitively share bad news with patients; and how to tactfully interrupt a non-stop talker.

One of the reasons she was honored as the top-rated speaker at *two* International Platform Association conventions is because she shares specific responses to challenging situations doctors face on a daily basis.



SUNDAY
OCTOBER 12, 2008

Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the American College of Surgeons and the Association of Women Surgeons. The American College of Surgeons is accredited by the ACCME to provide continuing medical education for physicians.

AMA PRA Category 1 Credits™

The American College of Surgeons designates this educational activity for a maximum of 3 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.



American College of Surgeons
Division of Education

These pioneering ideas show people how to, as Jack Canfield (*Chicken Soup for the Soul*) said, "get along better with just about anyone, anytime, anywhere." And can be used on and off the job.

Ms. Horn will also share selected ideas from her acclaimed book *Take the Bully by the Horns: Stop Unpleasant, Unethical, or Uncooperative People from Running and Ruining Your Life* which best-selling author Dave Pelzer praised as being "the perfect guide on how to avoid negative confrontations and face those who intimidate and manipulate you – without sacrificing your integrity."

Learning Objectives:

This program focuses on specific responses participants can use to deal with difficult people -- without becoming one themselves. Focusing on "real-life" situations the participants face on a daily basis in the workplace, they will learn how to communicate pro-actively so they can turn resistance into rapport and work more collaboratively with patients, family members and other medical personnel.

At the end of this session, participants will know how to:

1. Use language that prevents conflicts and produces cooperation in the workplace.
2. Think on their feet and respond proactively at the moment so they can more effectively handle challenging situations with patients and co-workers.
3. Communicate with patients in a professional manner to reduce apprehensions and clarify treatment strategies.
4. Communicate more effectively with colleagues to reduce argumentative situations and develop a positive working consensus.
5. Explain the difference between reactions that create arguments and responses that create agreement.
6. Apply what they've learned so they can immediately improve the quality of their working relationships through improved communication and more effectively communicate with patients and their families.

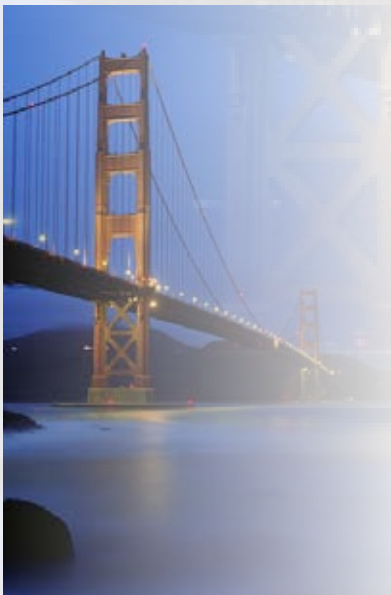


- 10:15 – 11:15 A.M. **Break with Corporate Partners and Poster Session**
- 11:15 A.M. – 12:45 P.M. **Program **TONGUE FU!**® Continues**
- 1:00 P.M. **Luncheon and Annual Business Meeting**
- 1:15 P.M. **AWS Foundation/Ethicon Endo-Surgery Fellowship Presentation**
- 1:30 P.M. **AWS Foundation/Genomic Health Fellowship Presentation**
- 1:45–2:15 P.M. **AWS Annual Business Meeting and Council Elections**
- 2:30–3:30 P.M. **AWS Committee Meetings**

AWS ANNUAL AWARDS DINNER

This year's Awards Dinner will be held at:

Roe Restaurant
651 Howard Street
San Francisco, CA
(3 blocks from the Marriott Hotel)



From restaurant to nightclub to private dining rooms, Roe offers a hip, chic atmosphere balanced by an elegant, vaulted brick dining room. Chef Alvin San's refined contemporary cuisine is created by seamlessly melding worldly accents ranging from a hearty blend of Japanese, French, and Spanish influences. The dining style is casual elegant.

Dinner cost is \$100 per person

Each year AWS recognizes and honors individuals nominated by their peers and teachers. The Nina Starr Braunwald Award along with the AWS Resident and Patricia Numann Medical Student Awards will be presented recognizing outstanding women. The Olga Jonasson Distinguished Member Award and the Claude Organ Honorary Member Award will also be presented at this time.

AWARDS PROGRAM

- 6:30 P.M. **Cocktails**
- 7:00 P.M. **Dinner**
- 8:00 P.M. **Award Presentations**



SUNDAY
OCTOBER 12, 2008
(CONTINUED)

MONDAY
OCTOBER 13, 2008

7:00 – 9:00 A.M.

AWS Networking Breakfast

Members and non-members are invited to a complimentary breakfast on Tuesday morning. The breakfast will be held at the San Francisco Marriott Hotel.

This year we will be introducing a new format at the networking breakfast. AJ Copeland, MD, FACS, and Celeste Hollands, MD, FACS, will be stimulating audience discussion by intermittently presenting vignettes of various professional situations that we all face. They will move between the tables with microphones during these presentations soliciting input. The topics and times will be published prior to the meeting so that if you cannot attend the entire breakfast, you can at least time your attendance to the topic that interests you. There will still be plenty of time between the vignettes for networking. We look forward to seeing you there and to your participation in this new venue that is sure to be fun and stimulating!

Breakfast Discussion Topics Include:

1. Medical Student Issue:

Mary is a 3rd year student on her surgery clerkship. She is left out of the preoperative and post-operative discussions because the guys on the team carry this discussion into the locker room. She does not want to make waves but feels she is not as informed about the patient and the plan as everyone else is. How should she handle this situation?

2. Resident Issue:

Carol is a rising chief resident (the only woman among the 5 rising chiefs) and has been known for her organizational skills throughout the residency. The choice for administrative chief resident is between her and a tall, handsome, athletic, male colleague who is liked by everyone but is notoriously disorganized and dependent on others to make him look good. Carol fears this position will be awarded based on popularity rather than merit and would like to do something to point out why she should be chosen over her colleague without alienating or whining. How should she handle this situation?

3. Academic Issue:

Joan is a new faculty member at a major university. She has worked hard to develop a research interest. As a new faculty member she has sought the counsel of her division chief in developing this project but has conceived the idea and done all the work. Her division chief has been taking credit for this research within the institution and has required her to list him as the senior author. How should she handle this situation?

4. Clinical Practice Issue:

Sue has been a member of her group for 3 years. Every member of this group is salaried with no incentive-based income. She has built her practice and is actually still taking more call and is doing more cases than the senior partners. Her evaluations have been excellent. She feels she should be considered for a salary increase but does not know what salaries the other members of the group are making, nor what the overall financial health of the group is. How should she handle this situation?



TUESDAY
OCTOBER 14, 2008



General Information

Hotel Information

Reserve your hotel room using the ACS Clinical Congress materials. The ACS Website at www.FACS.org contains all the information you need to reserve your hotel room. The AWS Sunday and Tuesday Programs will take place at the San Francisco Marriott Hotel.

Ambassador Program

If you are a current AWS member and are interested in serving as an Ambassador to a new or non-member, please check the box on the registration panel. An Ambassador will be assigned an attendee prior to the conference. Contact information will be shared with both parties. We ask that you send an email to the attendee and make arrangements to meet with her at the AWS registration desk at the San Francisco Marriott. During the meeting, introduce her to other AWS members.

If you would like to be assigned an Ambassador, check the box on the registration panel. When an AWS member contacts you, follow up with her and arrange to meet her onsite. This is a wonderful way to learn about AWS, experience the benefits of AWS membership and meet other women at various points in their professional careers.

Cancellation Policy

All cancellations must be received in writing by September 26, 2008 and will be refunded less a 20% processing fee (of total amount paid). Refunds will not be issued after September 26, 2008.

AWS will not have a booth at the ACS Clinical Congress this year. Look for our ads in the daily *Clinical Congress News*.

Complete the form below and return it to the AWS office with your payment. (Please Print)

BADGE NAME _____

FIRST NAME _____

LAST NAME _____

AFFILIATION _____ (circle) MD PhD FACS

SURGICAL SPECIALTY _____

ADDRESS _____

CITY _____

STATE/PROVINCE _____

ZIP/POSTAL CODE _____

COUNTRY _____

EMAIL _____

PHONE _____

FAX _____

NAME-DINNER GUEST(S) _____



AWS 2008 FALL CONFERENCE

I would like to be an AWS Amabassador. I would like to be assigned an AWS Ambassador.

CONFERENCE FEES

Sunday, October 12

AWS Member \$195 \$ _____

Non-Member \$245 \$ _____

Resident \$ 65 \$ _____

Student \$ 45 \$ _____

YES, I am planning on attending the Luncheon and Annual Business Meeting immediately following the morning presentations. (Lunch is included in the above registration fees.)

Special Dietary/Accessibility Needs:

Vegetarian Kosher Other _____

MONDAY DINNER

Monday, October 13

Individual Ticket(s) \$100 x ___# of Dinner Attendees \$ _____

NETWORKING BREAKFAST

Tuesday, October 14

YES, I am planning on attending the Networking Breakfast. (Complimentary)

TOTAL AMOUNT \$ _____

PAYMENT INFORMATION *(payment must be in U.S. funds)*

Enclosed is my Check (payable to AWS) VISA Mastercard AmEx

Card #: _____ Exp. Date: _____

Signature: _____

Signifies authorization to charge card

MAIL WITH PAYMENT TO Association of Women Surgeons
5204 Fairmount Avenue
Downers Grove, IL 60515
Phone: 630-655-0392 • WomenSurgeons.org

FAX TO 630-493-0798

