



W I S D M
Women in Science, Dentistry & Medicine

19th Annual WISDM Leadership Conference

It's All About Relationships

Friday, April 8, 2011

12 noon - 6 p.m.

Jonah L. Larrick Student Center
MCV Campus
900 Turpin Street
(across from Medical Campus Bookstore/N-Deck)

Sponsored by

VCU School of Medicine
VCU School of Dentistry
VCU Health System
McGuire Veterans Affairs Medical Center



Conference Agenda

It's All About Relationships

Friday, April 8, 2011

PM

- 12:00 Registration and check-in** **Pre-Function Area, Right Hallway**
- Lunch and Networking with colleagues** **Pre-Function Area, Right Hallway**
Visit the exhibits
- 1:00 Welcome and Announcements** **Court End Ballroom**
Susan M. Lanni, MD, President, WISDM
- 1:15 KEYNOTE ADDRESS** **Court End Ballroom**
IN PURSUIT OF HAPPINESS
Sharon L. Hostler, MD
Senior Associate Dean and Vice Provost for Faculty Development and McLemore Birdsong Professor of Pediatrics, University of Virginia
- Participants will be able to:
- explore ancient wisdom and recent research on happiness (emerging discipline of positive psychology).
 - experience practices of Appreciative Check-in, Positive Reflection and Mindfulness.
 - construct a personal and/or professional history of the future.
- Question and Answer Session**
- 2:15 Break** **Court End Ballroom**
- Visit the Exhibits**
- Barnes and Noble @ VCU - Books will be available for purchase
 - Center for Human-Animal Interaction
 - Center for Clinical and Translational Research/Clinical Trials/Clinical Trials Office
 - League of Women Voters
 - VCUHS Work-Life Programs and VCUHS Benefits
 - WIM Student Organization (WIMSO)
 - Women in Science Organization (WIS)
- 2:30 CONCURRENT WORKSHOPS**
Indicate 1st & 2nd choices on the Registration Form
- A. Social Networking in Medicine** **Churchill Boardroom**
Susan Wolver, MD
- Participants will be able to:
- list common social media.
 - discuss the pros and cons of using social media to interact with patients and colleagues.
 - consider strategies for using social media as a marketing tool in medicine and dentistry.

Conference Agenda

B. Mentoring Faculty for a Successful Academic Research Career Through our Current Challenging Times **Jackson Ward A**

Diomedes Logothetis, PhD

The presenter will share experiences and thoughts to stimulate discussion with the goal of participants helping each other navigate a path to success.

Participants will be able to:

- list factors to consider when balancing research, teaching, and service.
- describe the impact of the “tenure clock” on career planning.
- consider the crucial role of institutional support in meeting benchmarks of success.
- generate strategies for success in our challenging environment.

C. Organization Skills: What’s in Your Toolbox? **Jackson Ward B**

Mary Ellen Olbrisch, PhD

Participants will be able to:

- examine the components of successful project planning.
- discuss how to set aside protected, uninterrupted time.
- develop strategies to delegating responsibility.

D. Generational Differences **Court End Ballroom A**

Sharon L. Hostler, MD

Participants will be able to:

- discuss the effect of meaningful events, environmental forces, family experiences and technology on the belief and behavior of the four distinct generations working in academic medicine.
- generate effective strategies for recruiting, motivating, rewarding and supervising across generations.
- practice the use of generationally appropriate language for negotiation across the generations.

3:45 WISDM PROFESSIONAL ACHIEVEMENT AWARDS **Court End Ballroom**

Moderator: Susan M. Lanni, MD

- VCU School of Dentistry
- VCU School of Medicine

Special Recognition: Sheldon Retchin, MD, CEO, VCU Health System and VP for Health Sciences
Jerome Strauss, III, MD, PhD, Dean, VCU School of Medicine and
Executive VP for Medical Affairs
David Sarrett, DMD, MS, Professor and Dean, VCU School of Dentistry
Judy Brannen, MD, MBA, Chief of Staff, McGuire Veterans Affairs Medical Center

4:00 WORKSHOP

E. Building a Relationship with Your Audience: Improving Your Presentation Skills **Court End Ballroom**

Thomas L. Cunningham

Participants will be able to:

- examine the art of listening to and analyzing your audience.
- discuss how to target your message to your audience.
- describe effective body language.
- recognize what constitutes effective organization of a presentation.

5:00 PROGRAM RECEPTION, turn in evaluation

Refreshments and Networking

6:00 CONFERENCE ADJOURNS

Keynote Speaker

Dr. Sharon Hostler is the McLemore Birdsong Professor of Pediatrics, Senior Associate Dean at the School of Medicine and Vice Provost for Faculty Development for the University of Virginia. A native of Vermont, she received her BA from Middlebury College and MD from the University of Vermont and then completed her residency training in Pediatrics and Fellowship in Hematology-Oncology at the University of Virginia. Dr. Hostler joined the faculty in 1970.



Dr. Hostler's faculty career as a clinician educator at the University of Virginia has focused on: children with cancer; outreach to rural underserved children as (Medical Director of the Children and Youth Project); transition tasks of adolescents with chronic illness and developmental disabilities (Division Chief of Developmental Pediatrics); outcomes of adolescents with severe head injury and spinal cord injury (Medical Director of the Kluge Children's Rehabilitation Center; the status of women students, housestaff and faculty (Chair of the Committee on Women); the implementation of Family Centered Care in academic medical centers; and development of men and women faculty (Chair of the School of Medicine Promotion and Tenure Committee, Faculty Leadership Programs). She has served as Visiting Professor at schools throughout the United States, Canada, Israel, Costa Rica and Italy.

Dr. Hostler has been nationally recognized for her work in Developmental Pediatrics as the Association for the Care of Children in Hospitals' T. Barry Brazelton Lecturer, the Pele Chandler Lecturer and Visiting Professorships throughout the United States, Canada, Israel (Hadassah Hospital and Ben Gurion University), Costa Rica and Italy. The 1990 Status of Women Report at the University of Virginia resulted in major restructuring of promotion and tenure guidelines, faculty development and academic reviews, as well as providing a model assessment process for other medical schools. She has received the Women in Medicine Leadership Award from the Association of American Colleges in 1994 for her work with Promotion and Tenure and again in 2007 for the Faculty Leadership Program. She has been recognized by Middlebury College and the University of Vermont as an outstanding alumna and received the Walter Reed Award from the UVA School of Medicine Alumni Association, and other University honors. However, despite her Vermont heritage and her delight in high-quality ice cream, Ben and Jerry's did not interview her for CEO, but instead, sent her a "suitable for framing" rejection letter.

As Senior Associate Dean for Faculty Development, Dr. Hostler created a Faculty Leadership Program reflecting faculty needs from first entering academic medicine to midcareer leadership development to chair on-boarding, including an Academy of Distinguished Educators, Reflective Writing Program, an online literary journal, and the popular Transitions and Change Seminars. As Vice Provost this Leadership Program has expanded across UVA grounds. In 2000, the School of Medicine created a Sharon L Hostler Award which is presented annually to a faculty member in recognition of exemplary leadership. She continues as a mentor of women faculty throughout the University and at nationally through the AAMC and the Executive Leadership in Academic Medicine Program sponsored by Drexel University. In 2008, Dr. Hostler received the coveted Thomas Jefferson Award—the highest award given by the University of Virginia. Dr. Hostler teaches first year medical students how to do patient interviews and how to use the stethoscope, blows bubbles and builds sandcastles with her grandchildren, and writes creative nonfiction.

Presenters

KEYNOTE SPEAKER

Sharon L. Hostler, MD

Senior Associate Dean and Vice Provost for Faculty Development
McLemore Birdsong Professor of Pediatrics
Associate Chair for Clinical Affairs in Pediatrics
Division Head of Developmental Pediatrics
University of Virginia.

WORKSHOPS

Thomas L. Cunningham

Adjunct Faculty and Coordinator
VCU Public Speaking Instructors/Curriculum
Department of Theatre
VCU School of the Arts

Sharon L. Hostler, MD

Senior Associate Dean and Vice Provost for
Faculty Development
University of Virginia

Diomedes E. Logothetis, PhD

Professor and Chair of Physiology and Biophysics
VCU School of Medicine

Mary Ellen Olbrisch, PhD

Professor of Psychiatry and Surgery
VCU School of Medicine
Director of Education and Training in
Clinical Health Psychology

Susan E. Wolver, MD

Assistant Professor of Internal Medicine
Division of General Medicine and Primary Care
VCU School of Medicine

TESTIMONIALS FROM PAST PARTICIPANTS

“I would attend this conference next year because it addresses important issues women face throughout career and life.” • “Very interactive and informal” • “Excellent program with a wide variety of helpful information.”

- “I had a good time at the conference today . . . it was so nice to have a chance to talk with colleagues I rarely see” • “It’s always good to have reminders about how to improve your career.” • “My expectations were met at networking, informative speakers and relevant topics” • “It’s a great opportunity to learn and recharge.” • “Great networking.”

Program Description

This program promotes professional development through enhancement of leadership skills and strategies. We welcome academic physicians, dentists, scientists, postdocs, fellows, administrators and other health care professionals across the VCU Medical Center, VAMC, Inova Campus and beyond; medical, dental, other professional students, and graduate students; residents; practitioners and other community leaders. Both women and men in science, dentistry and medicine will gain skills that will enhance personal growth and advance careers. In addition, the conference provides an opportunity to network with other professionals and share advice and experiences. We sincerely hope you will join us for this unique opportunity.

Conference Goal

At the conclusion of this activity, participants should be better able to:

- Evaluate the pros and cons of the use of social media to interact with patients and colleagues.
- Assess the importance of the mentoring relationship in an academic medical center environment.
- Develop skills relating to professional development, personal growth and career advancement.
- Network with colleagues.

Please see the individual workshop educational objectives specific to each session.

Conference Registration & Parking

Registration fee is \$45.00. Registration fee plus WISDM membership fee with discount is \$65; regularly \$75. Trainees fee is \$25 (medical, graduate, and dental students, residents, postdocs, fellows). A limited number of scholarships are available for trainees, contact Debbie Stewart, dstewart@vcu.edu, for availability. (see scholarship information below). Registration fee includes tuition, program materials, transcript of credit hours, continental breakfast, coffee breaks, and luncheon. Registration fee, less a \$20.00 nonrefundable administrative fee, will be refunded only if written notice of cancellation is received on or before Friday, March 18, 2011. Fax your written cancellation notice to UHS-PEP at 804/828-7438.

Parking is available next to the Larrick Center at the 8th Street Parking Deck, \$3.50 for faculty, staff, and students with I.D. and \$5.00 for guests. Valet parking is also available for \$5.00 at the Gateway Building, MCV Hospitals, corner of 12th and East Marshall Streets, Richmond, VA. The fee is paid at the time of parking.

Accreditation & Credit Statement

University Health Services Professional Education Programs (UHS-PEP) of Virginia Commonwealth University Health System is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UHS-PEP designates this live activity for a maximum of 3.25 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This continuing education activity meets the criteria of Virginia Commonwealth University and the Southern Association of Colleges and Schools. 0.3 CEUs will be awarded and recorded with the University.

VCU School of Dentistry is an ADA CERP Recognized Provider.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

VCU School of Dentistry designates this activity for 3.25 hours continuing education credits.

Scholarships

Limited scholarships are available to students, residents, postdocs, and fellows on a first-come, first-serve basis. Please contact your local offices as listed below for more specific information. VCU is an equal opportunity/affirmative action employer. If special accommodations are needed, please contact Debbie Stewart at 804-828-6591, dstewart@vcu.edu.

VCU School of Dentistry - Carolyn Booker, PhD
Assistant Dean of Student Services
(804) 828-9953, clbooker@cedar.vcu.edu

VCU School of Medicine - Debbie Stewart, BIS
Education Program Coordinator, Office of Faculty Affairs
(804) 828-6591, dstewart@vcu.edu

WOMEN IN SCIENCE, DENTISTRY, AND MEDICINE

Established in 1992, the purpose of the Women in Science, Dentistry, and Medicine (WISDM) Faculty Organization is to further the professional goals of women physicians, dentists, scientists and others at the VCU Schools of Medicine and Dentistry, the VAMC, and across the VCU Health System. As a sponsor of forums for open communication, the organization facilitates networking, mentoring and collaboration among women faculty, housestaff, postdocs, medical, dental, and graduate students. All women faculty (clinical, basic sciences, administrative, full-time, part-time, any rank), students, housestaff, fellows, and post-docs in the VCU Schools of Medicine and Dentistry are considered members of WISDM and invited and encouraged to participate in any and all programs. Our alumni, retired faculty, men colleagues, and other health professionals are welcome to participate. Sustaining memberships are available to those who pay an annual contribution to support our various programs. For more information about the WISDM Faculty Organization, please contact Susan M. Lanni, MD, President, 804-828-8468, Deborah Stewart, Educational Program Coordinator, 804-828-6591, dstewart@vcu.edu, or visit us at our website <http://www.medschool.vcu.edu/wims/index.html>. We welcome your participation!

VCU SCHOOL OF MEDICINE

From our beginnings in 1838 to today, as part of a thriving urban comprehensive academic medical center, the VCU School of Medicine has maintained a reputation for excellence in teaching, research and health care. More than 700 students from around the world come to our School to pursue their M.D. and learn from our renowned faculty, many nationally and internationally recognized, who represent more than 200 specialty areas. The School also offers dozens of master's, doctoral and interdisciplinary programs in graduate education. The School accounts for almost half of VCU's sponsored research awards and over two-thirds of the university's National Institutes of Health funding. As part of the VCU Medical Center, the School provides innovative care to patients from across Virginia and neighboring states. Women faculty account for 35% of all full-time faculty, higher than the national averages, and chair 7 of 29 departments. Among medical students, 47% are women, and among graduate students 50% are women.

VCU SCHOOL OF DENTISTRY

The VCU School of Dentistry is a public, urban, research dental school, supported by Virginia to serve the people of the state and the nation. The school's mission is to provide educational programs that prepare graduates who are qualified to provide dental care services; generate new knowledge through research and other scholarly activity; and provide quality oral health care to the public and service to the community. The School is the only dental school in the Commonwealth and has a long history of educating practitioners capable of meeting the oral health care needs of the communities they serve. Since the early 80s, more women are entering dentistry in Virginia and across the U.S. In the fall of 2010, 40% of our 392 dental students were women. Of the 78 full-time dental school faculty, 40% are women. The School is pleased to join as a conference sponsor to promote professional development and career advancement of our faculty, students, and community practitioners.

VCU HEALTH SYSTEM

Again in 2010, VCU Health System was a tremendous force for good. We proudly accepted recognition as a Working Mother magazine's "100 Best Companies for Working Mothers" - for the sixth time. And for the fourth time, we were designated a National Association of Female Executives (NAFE) Top Company, and one of the top ten companies in the non-profit category. These national distinctions affirm that we are doing the right things for the right reasons. We take our responsibility to care for people seriously as a health care provider and as Richmond's largest private employer. And because females comprise 75% of our workforce, we take our responsibility one step further by doing what it takes to help them advance and prosper. We recognize that the ability of our employees to attain their professional goals relies heavily on their ability to focus, not worry about personal responsibilities. To this end, we offer more than 400 programs, policies and benefits, including child care, adult day care, sick/backup care, wellness programs, housing education and assistance and education reimbursement - for employees and their dependents. In 2010, more than \$3.5 million was provided in education assistance and back-up care was utilized 1,263 times. Thank you WISDM, for sharing our commitment to recognizing, nurturing and advancing our female health care professionals.

MCGUIRE VETERANS AFFAIRS MEDICAL CENTER

McGuire's WISDM members are committed to advancing the professional aspirations of women in health care. McGuire is proud of the strong representation of women in key leadership positions in the institution including the chief of staff and multiple other department and board chair positions. The medical center, in Richmond, Virginia, and its three satellite clinics (in Fredericksburg, Charlottesville, and Emporia) serve a population of over 200,000 veterans in the region. We are a 427-bed medical center offering primary to tertiary health care in medicine, surgery, neurology, women's health care, psychiatry, rehabilitation medicine, dentistry, skilled nursing home care, and palliative care. McGuire houses one of VA's five Polytrauma Rehabilitation Centers caring for wounded military personnel from the Iraq and Afghanistan conflicts and one of VA's six Parkinson's Disease Research, Education and Clinical Centers (PADRECC) with special expertise in deep brain stimulation techniques. McGuire also supports the largest of the 23 Spinal Cord Injury & Disorders Centers and an active heart transplantation program. More than one thousand trainees in multiple disciplines rotate through McGuire annually. The McGuire Research Institute, an award winning program for clinical and basic science research, is a proud sponsor of this year's WISDM spring conference.

WISDM Executive Council & Conference Planning Committee

EXECUTIVE COMMITTEE

Susan M. Lanni, MD

President, WISDM Faculty Organization
Associate Professor, Obstetrics/Gynecology, School of Medicine (SOM)

Tegwyn Brickhouse, DDS, PhD

Treasurer, WISDM Faculty Organization
Associate Professor, Department of Pediatric Dentistry
VCU School of Dentistry

Julie Mayglothling, MD

Secretary, WISDM Faculty Organization
Assistant Professor of Emergency Medicine and Surgery, SOM

COMMITTEES

Jan Chlebowski, PhD

Co-Chair, Graduate Student Committee
Professor of Biochemistry and Molecular Biology
Associate Dean, Graduate Education, SOM

Rita Shiang, PhD

Co-Chair, Graduate Student Committee
Co-Chair, SOM Committee on the Status of Women & Minorities
Associate Professor of Human and Molecular Genetics, SOM

Mary Helen Hackney, MD

Immediate Past-President
Co-Chair, Medical Student Committee
Chair, Nominating Committee
Associate Professor of Internal Medicine, SOM

Michelle Whitehurst-Cook, MD

Co-Chair, Medical Student Committee
Associate Professor of Family Medicine
Associate Dean for Admissions, SOM

Kimberly Sanford, MD

Chair, Professional Development Committee
Assistant Professor of Pathology, SOM

Amelia Grover, MD

Chair, WISDM Newsletter Committee
Assistant Professor of Surgery, SOM

WISDM REPRESENTATIVES

B. Ellen Byrne, DDS, PhD

Professor of Dentistry
Senior Associate Dean
VCU School of Dentistry

Maria Curran, MA

Vice-President of Human Resources
VCU Health System

Lenore Joseph, MD

Associate Chief of Staff for Education
McGuire Veterans Affairs Medical Center
Associate Professor of Neurology, SOM

EX-OFFICIO MEMBERS

Saba Masho, MD, MPH, DrPH

Co-Chair, SOM Committee on the Status of Women
and Minorities
Associate Professor, Epidemiology & Community Health, SOM

PonJola Coney, MD

Senior Associate Dean
Office of Faculty Affairs, SOM

PAST PRESIDENTS

Mary Helen Hackney, MD * Cecelia Boardman, MD * Bela Sood,
MD, MHA * Joann Bodurtha, MD, MPH * Lenore Buckley, MD,
MPH * Karen Sanders, MD * Dawn Mueller, MD * Wendy Klein, MD

CONFERENCE PLANNING COMMITTEE

Tegwyn Brickhouse, DDS, PhD

Jan Chlebowski, PhD

Maria Curran, MA

Amelia Grover, MD

Mary Helen Hackney, MD

Lenore Joseph, MD

Susan Lanni, MD

Julie Mayglothling, MD

Kimberly Sanford, MD

Rita Shiang, PhD

Deborah Stewart, BIS

Michelle Whitehurst-Cook, MD

CONFERENCE MANAGER

Deborah Stewart, BIS

School of Medicine, Office of Faculty Affairs
PO Box 980565; 804-828-6591, dstewart@vcu.edu



Virginia Commonwealth University
School of Medicine Office of Faculty Affairs
P.O. Box 980565, Richmond, VA 23298-0565

Course Registration Form

DCAOF-3014-11 3.25

Visit website: <https://www.apps.som.vcu.edu/vculms/gateway.aspx?oid=6>

19th Annual Women in Science, Dentistry, & Medicine Leadership Conference
Jonah L. Larrick Center, MCV Campus
Friday, April 8, 2011

If paying by credit card, mail or fax your registration to:
VCU Continuing Medical Education (VCU CME) University Health Services
Professional Education Programs (UHS PEP) of VCU Health System
c/o Registrar, P.O. Box 980048
Richmond, VA 23298-0048
Phone: 804/828-3640 FAX: 804/828-7438

Please check your affiliation:
(check all that apply)

- VCU Dentistry
 VCU Medicine
 VCU Health System
 McGuire Veterans Affairs
Medical Center
 Other _____

Please **PRINT** or type information as you would like it to appear on your name badge.

First Name _____ Last Name _____ Title _____
Department _____ School/Firm/Institution _____
Degree _____ Specialty/Division _____
(W)Telephone _____ Fax# _____ (H)Telephone _____
Email _____ Mailing Address _____
City _____ State _____ Zip Code _____

Workshops (2:30 - 3:45 pm)
(Indicate 1st and 2nd choice)

A _____ B _____ C _____ D _____

Workshop (4 - 5 pm) Open for all participants
(Indicate if you will attend)

E _____

Registration Fee: _____ \$45 _____ \$65 (registration fee plus WISDM membership fee with discount; regularly \$75)
_____ \$25 trainees (medical, dental, and graduate students, postdocs, residents, fellows)

Note: Limited number of scholarships are available for trainees, contact Debbie Stewart, dstewart@vcu.edu, for availability.

Total amount enclosed \$ _____

Please specify any dietary restrictions, i.e., vegetarian, etc. _____

Paying by check, mail registration form and check to:

Make check payable to: UHS-PEP
UHS-PEP
P.O. Box 75690
Baltimore, MD 21275-5690

Paying by credit card, mail or fax to VCU CME Office at VCU address or fax above

CREDIT CARD INFORMATION

Please circle: Master Card Visa American Express Discover

Name on Credit Card _____

Credit Card Number _____ 3-digit security code (on back of card) _____

Expiration Date _____ Signature _____

Online registration now available. Please visit <https://www.apps.som.vcu.edu/vculms/gateway.aspx?oid=6>