20th Annual WISDM Leadership Conference

Making a Difference - The Meaning of Service

Friday, April 20, 2012
12 noon - 6 p.m.

Kontos Medical Sciences Building & Egyptian Building
(1217 E. Marshall St., Richmond, VA 23219)

Sponsored by

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

Making a Difference - The Meaning of Service

Friday, April 20, 2012

Kontos Medical Sciences Building

11:30  Registration, check-in, visit exhibits
       Pre-Function Hallway

12:00  Welcome and Announcements
       MSB 104/105
       Amelia Grover, MD, President, WISDM

12:15  Lunch and table discussions: 20 Years of Success. What is the Future of WISDM?
       Facilitators: WISDM Past-Presidents and Leaders
       MSB 104/105

1:15   KEYNOTE ADDRESS
       LEADING BY SERVING: HOW YOU CAN BRING CHANGE TO YOUR COMMUNITY
       Ann Parker Maust, PhD
       Founder, New Visions, New Ventures, Richmond, VA

       Participants will be able to:
       • discuss the meaning and importance of servant leadership in meeting community needs.
       • identify the two processes that can lead to servant leadership—the internal process, the external process, and the components of each.
       • identify the various vehicles available for pursuing volunteer service as well as the requirements and the viability of each for your life.

       Question and Answer Session

2:15   Break
       MSB 104/105 & Prefunction Area

       Visit the Exhibits
       • Women in Medicine Student Organization (WIMSO)
       • Women in Science Organization (WIS)
       • Barnes and Noble @ VCU – Books will be available for purchase
       • VCU Institute of Women’s Health
       • Relay Foods
       • League of Women Voters of the Richmond Metropolitan Area
       • VCUHS Benefits

Egyptian Building, 2nd Floor

2:30   CONCURRENT WORKSHOPS
       Indicate 1st & 2nd choices on the Registration Form

A. Developing Your Own Leadership Philosophy
   Egyptian Bldg., 3rd Fl.
   Kim Isringhausen, BSDH, RDH, MPH

   A leadership philosophy is the way we see ourselves as leaders. Developing your leadership philosophy means that you must explore and reflect upon your personal values, assumptions, and beliefs about leadership. As a result of this workshop, participants will be able to:
   • Identify leadership values and expose leadership assumptions
   • Recognize leadership beliefs and understand why leadership is important in all aspects of life
   • Develop a personal philosophy of leadership
Conference Agenda

B. **Show Me the Money: Finding Funding Opportunities**  
   Sanger Hall, B1-020  
   Jessica Venable, MA  
   Computer Classroom

   Participants will be able to:
   - review services and resources of Office of the Vice President for Research and other research support units
   - discuss and demonstrate web-based funding databases (SPIN, COS Pivot)
   - discuss other funding opportunity search resources relevant to sciences and health sciences disciplines
   - improve search strategies

C. **Learn About the Work of VCU’s Center on Health Disparities**  
   Egyptian Bldg., 3rd Fl.  
   PonJola Coney, MD  
   Participants will be able to:
   - define health disparities
   - identify the goals and objectives of the Center on Health Disparities (the Center)
   - describe the involvement of the Center in current programs and grants
   - state how VCU students, residents, or faculty members can become involved with the Center

D. **Individual Actions Make a Global Difference**  
   Egyptian Bldg., 3rd Fl.  
   Joy Draper, MD, JD, and Mark Ryan, MD  
   Participants will be able to:
   - identify and list 3 reasons for participating in global health projects.
   - describe educational benefits of global health participation by students and residents.
   - list short-term and long-term global health opportunities available at VCU and through partnership with other organizations.

3:30 Break

**Kontos Medical Sciences Building**

3:45 **WISDM PROFESSIONAL ACHIEVEMENT AWARDS**  
   MSB Auditorium  
   Moderator: Amelia Grover, 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  
   Julie Beales, MD, Interim Chief of Staff, Hunter Holmes McGuire VA Medical Center

4:00 Panel Discussion  
   MSB Auditorium

E. **Giving of Yourself. Investing Your Most Valuable Assets**  
   Catherine W. Howard, PhD; Kim Isringhausen, BSDH, RDH, MPH;  
   Rebecca (Becky) Massey, BS; Susangeline (Angie) Strickland, MD  
   Participants will be able to:
   - discuss the core principles of community engagement.
   - provide an overview of the community engagement focus in the VCU Quest for Distinction.
   - understand the impact of committed volunteers on community-based organizations.
   - provide an overview of issues to consider before committing to work with an agency or organization.
   - discuss the importance of aligning an individual’s skillset with the needs of the agency or organization.

5:00 RECEPTION: Refreshments and Networking (turn in evaluations)  
   MSB 104/105

6:00 Conference adjourns
Dr. Ann Parker Maust is the Founder, and until her recent retirement, the President and CEO of New Visions, New Ventures (NVNV), a 501(c)3 community economic development organization located in Richmond, VA. Established in 1998, New Visions, New Ventures began operations in 1999 with a small demonstration project that served 10 women in Virginia’s correctional system. At that time, the organization’s mission was to provide entrepreneurial opportunity to women in difficult life situations. Today, the mission has been stated as helping individuals start businesses and create jobs.

Since its establishment, New Visions, New Ventures has expanded its mission and serves women from all walks of life. Over the past several years, the organization has served over 1,000 clients per year, 15% of whom have been men. This service has been provided through NVNV’s Women’s Business Center, one of approximately 100 Centers nationwide that are affiliated with the U.S. Small Business Administration. It has also been provided through its Asset Building program funded by the U.S. Department of Health and Human Services and enhanced by the Virginia Department of Housing and Community Development.

Prior to the establishment of New Visions, New Ventures, Dr. Maust served as Founder and President of Research Dimensions, Inc. (RDI), a research and analytical services firm established in 1981 in Alexandria, Virginia. RDI produced multiple analytical studies and reports for diverse agencies and organizations to include the U.S. Small Business Administration, the U.S. Department of Education, the U.S. Department of Health and Human Services, the Foundation for Chiropractic Education and Research and the American Trucking Association.

As a representative of small business, Dr. Maust was elected and served as Chair of the 1995 Virginia Delegation to the White House Conference on Small Business. She subsequently served in the late 90’s as the Vice Chair of the Mid-Atlantic Regulatory Enforcement Fairness Board administered by the U.S. Small Business Administration. As a small business owner, Dr. Maust has testified before both the Senate and the U.S. House of Representatives on taxation issues affecting small and family owned businesses.

Dr. Maust is a member of Leadership Metro Richmond, Class 1995; a former President of the National Association of Women Business Owners, Richmond Chapter; and a founding partner of Women Impacting Public Policy (WIPP), an organization whose efforts are focused on ensuring that the voice of women’s business is heard in the U.S. House of Representatives and the U.S. Senate.

Dr. Maust holds the Ph.D. in Educational Research and Evaluation Methods from Virginia Polytechnic Institute and State University. She also holds a Master of Arts in History and an Undergraduate Degree in Economics from the University of North Carolina at Chapel Hill.
Presenters & Conference Planning Committee

KEYNOTE SPEAKER

Ann Parker Maust, PhD
Founder/Former President and CEO
New Visions, New Ventures
Richmond, VA

WORKSHOPS

PonJola Coney, MD
Director, Center on Health Disparities
Professor of Obstetrics and Gynecology
Senior Associate Dean for Faculty Affairs
VCU School of Medicine

Joy Draper, MD, JD
Assistant Professor of Obstetrics & Gynecology
VCU School of Medicine

Catherine W. Howard, PhD
Vice Provost, Division of Community Engagement
Virginia Commonwealth University

Kim Isringhausen, BSDH, RDH, MPH
Chair of Oral Health Promotion and
Community Outreach
VCU School of Dentistry

Rebecca (Becky) Massey, BS
VCU Massey Cancer Center Volunteer
Member, VCU Massey Cancer Center Advisory Board
Chairman, Research for Life Campaign

Mark Ryan, MD
Assistant Clinical Professor of Family Medicine
VCU School of Medicine

Susangeline (Angie) Strickland, MD
Co-founder, Church Hill Activities and Tutoring (CHAT)
Physician of Emergency Medicine
Bon Secours Richmond Memorial Regional Hospital

Jessica Venable, MA
Grant and Research Analyst
VCU Office of Research

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
**Program Description**

This program promotes professional development through enhancement of leadership skills, strategies, and service. 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 professional and 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 service opportunities and the potential impact of service on the community.
- recognize the value of developing a leadership philosophy in meeting personal and professional goals.
- 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 paid with WISDM membership fee is $65; regularly $75. Trainees fee is $25 (medical, graduate, and dental students, residents, postdocs, fellows). Limited number of scholarships are available for School of Medicine 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 lunch. Registration fee, less $20.00 nonrefundable administrative fee, will be refunded only if written notice of cancellation is received on or before Friday, April 6, 2012. Fax your written cancellation notice to UHS-PEP at 804/828-7438.

Valet parking is available for $5.00 on the MCV Campus (fee paid at time of parking) at the Gateway Bldg. (1200 E. Marshall St.) and North Hospital (1300 E. Marshall St. - catty-corner to conference). Self parking is also available at the 8th St. Parking Deck (659 N. 8th St., near Larrick Center), $3.50 for faculty, staff, and students with I.D. and $5.00 for guests.

**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 3.0 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 3.0 hours continuing education credits.

**Scholarships**

Limited scholarships are available to School of Medicine students, residents, postdocs, and fellows on a first-come, first-serve basis. Scholarships are also available to School of Dentistry trainees. Please contact your local offices as listed below for more specific information.

<table>
<thead>
<tr>
<th>VCU School of Dentistry - Carolyn Booker, PhD</th>
<th>VCU School of Medicine - Debbie Stewart, BIS</th>
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<tbody>
<tr>
<td>Assistant Dean of Student Services</td>
<td>Education Program Coordinator, Office of Faculty Affairs</td>
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<tr>
<td>(804) 828-9953, <a href="mailto:clbooker@cedar.vcu.edu">clbooker@cedar.vcu.edu</a></td>
<td>(804) 828-6591, <a href="mailto:dstewart@vcu.edu">dstewart@vcu.edu</a></td>
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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 Amelia C. Grover, MD, President, 804-828-9324 or Julie Mayglothling, MD, President-Elect, 827-2409, 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. Over 750 students each year 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 37% 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 well over 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 have been entering dentistry in Virginia and across the U.S. In the fall of 2011, 44% of our 390 dental students were women. Of the 87 full-time dental school faculty, 39% 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 2011, VCU Health System was a tremendous force for good on our campus and in our community. We proudly accepted recognition as a Working Mother magazine’s “100 Best Companies for Working Mothers” – for the seventh time. And for the fifth 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. Our local designation as Richmond’s Employer of Choice for 2011 (our fourth), shows that Richmond’s business community thinks so too. 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 on-site child care, on-site adult day care, sick/backup care, wellness programs, housing education and down payment assistance and education reimbursement – for employees and their dependents. In 2011 back-up care was utilized 1,389 times; more than $3.8 million was provided to 948 employees and 161 dependents in education assistance; and, 11 employees received $55,000 in down payment assistance. Thank you WISDM, for sharing our commitment to recognizing, nurturing and advancing our female health care professionals, which comprise 75 percent of our amazing workforce.

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 interim 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**

**EXECUTIVE COMMITTEE**

**Amelia Grover, MD**  
President, WISDM Faculty Organization  
Assistant Professor, Department of Surgery, School of Medicine (SOM)

**Julie Mayglothling, MD**  
President-Elect, WISDM Faculty Organization  
Assistant Professor of Emergency Medicine and Surgery, SOM

**Susan Lanni, MD**  
Immediate Past-President, WISDM Faculty Organization  
Associate Professor, Obstetrics/Gynecology, SOM

**Tegwyn Brickhouse, DDS, PhD**  
Treasurer, WISDM Faculty Organization  
Associate Professor, Department of Pediatric Dentistry  
VCU School of Dentistry (SOD)

**Kimberly Sanford, MD**  
Secretary, WISDM Faculty Organization  
Assistant Professor of Pathology, 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  
Associate Professor of Human and Molecular Genetics, SOM

**Mary Helen Hackney, MD**  
Past-President, WISDM Faculty Organization  
Chair, Medical Student Committee  
Associate Professor of Internal Medicine, SOM

**COMMITTEES**

**Michelle Whitehurst-Cook, MD**  
Co-Chair, Medical Student Committee  
Associate Professor of Family Medicine  
Associate Dean for Admissions, 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  
Assistant 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**  

Susan Lanni, MD * 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

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**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.”

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

DCA-3151-11  3.00
Visit website: http://www.apps.som.vcu.edu/vculms/clickthru.html

20th Annual Women in Science, Dentistry, & Medicine Leadership Conference
Friday, April 20, 2012; Kontos Medical Sciences & Egyptian Buildings, MCV Campus

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

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

Workshops (2:30 - 3:30 pm)                                                                
(Indicate 1st and 2nd choice)                                                                    Panel Discussion (4 - 5 pm) Open for all participants
(Indicate if you will attend)                                                                   (Indicate if you will attend)
A______ B______ C______ D______ E______

Reception (5 - 6 pm) Open to all participants : Indicate if you will attend: Yes _____     No _____

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

Note: Limited number of scholarships are available for SOM 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: (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                                                                                          Security code (on back of card)

Expiration Date                                                                                              Signature

VCU is an equal opportunity/affirmative action employer. If special accommodations are needed, please contact Debbie Stewart at 804/828-6591, dstewart@vcu.edu.