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THE MIRROR

Bulletin of the American Society of Podiatric Dermatology

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July, 2009

Proposed Merger Attempt by ACFAOM Declined

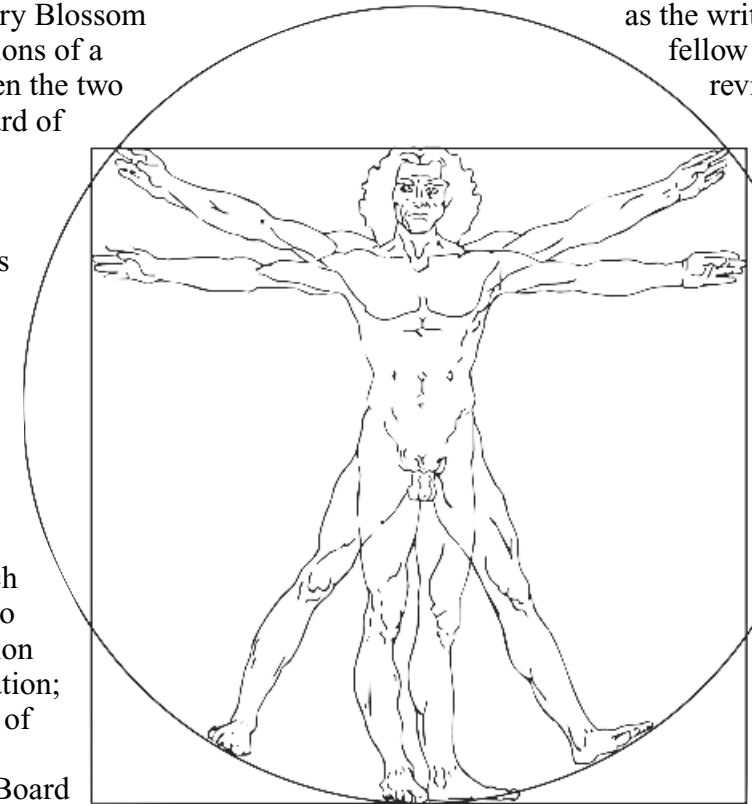
ACFAOM's Executive Director's potential role in assisting with the Cherry Blossom Meeting led to discussions of a possible merger between the two organizations. The Board of Directors declined to proceed with these discussions on a teleconference held this winter. The Board expressed a number of concerns: first, the absorption of ASPD's endowment by ACFAOM; second, the ill-defined nature ASPD's autonomy within ACFAOM, which potentially could lead to ASPD's total assimilation into the larger organization; and, third, the question of meeting and board composition. Overall, Board members did not want to take the risk of ASPD's mission being diluted.

Updating the by-laws will help ASPD effectively delineate the various officer's roles; conduct proper elections; and support our other activities, such as the writing competition, granting fellow status, and newsletters. Such a revision will help ASPD address the question of its Executive Director's activities and compensation. The role of Executive Director has not been consistently performed for several years; it must be correctly designated by ASPD for APMA (according to APMA's standards) in order for it to be acknowledged as functional.

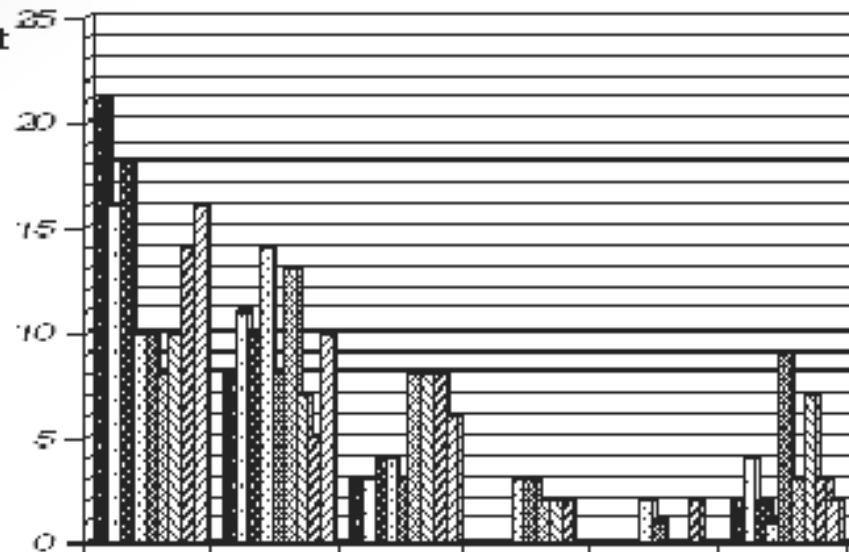
To rectify these problems, a By-laws Committee will be convened which will meet by teleconference. This committee will consist of the Board members who have already expressed their

commitment to the project at our Annual Meeting. Additionally, there were members present at the Meeting who identified their willingness to commit the necessary time to this vital matter, and who will participate. Although input from all members is welcome, this committee will function best as a tight nucleus of those who have identified their interest already.

Reconstruction of the By-laws is the single most pressing issue confronting this organization. ASPD cannot continue using By-laws that do not



Overall Assessment



	Excellent	Very Good	Good	Fair	Poor	N/A
■ Registration Address	21	3	3	0	0	2
□ Website Registration	10	11	3	0	0	4
▨ Lecture Hall Setup	13	10	4	0	0	2
▩ Time for Each Lecture	10	14	4	3	2	1
▧ Facilities	10	8	3	3	1	9
▦ Question Period	8	13	8	2	0	3
▤ Exhibits	10	7	8	2	0	7
▣ Exhibit Hall Setup	14	5	8	2	2	3
▢ Events/Lunch	16	10	8	0	0	2

ASPD's By-Laws to be Rewritten

Jay Levrio, Ph.D., APMA's Deputy Executive Director has been extremely supportive of our efforts to reinvigorate the ASPD as an active component society. Our antiquated by-laws were written in 1958. Dr. Levrio reviewed them with Dr. Morse, and has provided ASPD a template used by a number of APMA component societies for the same purpose. Dr. Markinson has also pledged to obtain by-laws from a sister organization, as well.

conform to APMA standards. Proper elections cannot proceed until this matter is resolved.

New and energetic members have approached the organization, ready to work. They are willing to help us remedy chronic problems and to help create new membership activities. ASPD cannot grow past the core of legacy leadership unless it has a proper means of including these new voices.

Board Trustees and Committee Chairman to be Assigned Roles

Some Board members did not participate in preparations for the Annual Meeting or Annual Conference. For this reason, while the new by-laws are being drafted, some Board members will be asked to take responsibility for specific tasks. Other tasks will go to members who have recently (and enthusiastically) volunteered; they may make good candidates for inclusion on the Board.

These other tasks include, but are not limited to: membership development among DPM's, students, and residents; membership service and dues; publicity and professional relations; the writing competition; the fellowship program; planning for the Annual Meeting and Annual Conference, including outreach to sponsors, exhibitors, advertisers, and speakers; and location management for the Conference.

These were ASPD's recent advertising costs:

APMA News	\$1,096 for 2 issues
PM Online	\$1,820
Podiatry Management	\$ 785
Podiatry Today	\$1,710 for 2 issues

Membership and Dues CRISIS

APMA has verified the memberships of approximately 140 of ASPD's members, of whom about 45 have paid their dues. **It is urgent that ASPD vigorously pursue a paid membership drive now.** Also, ASPD needs to rebuild a complete list of its life members.

One potential opportunity for ASPD relates to residents and students, who the Society has been unable to adequately recruit nationally. Our current strategy is to encourage students to join by not requiring them to pay dues until they enter practice. However, in order for this strategy to be effective, ASPD needs a member to work on the resident/student membership program and to reach out to students at the beginning of the school year. The Society has also gotten word that students from

two schools want desperately to have a formally recognized ASPD Student Chapter. To establish these Chapters, ASPD will need volunteer advisers, in conformity with APMA and ASPD requirements.

Annual Meeting Report

The meeting was held Saturday April 18 at 6:30pm. There were nine attendees present. The by-law crisis was discussed. Drs. Morse and Schultz expressed their frustrations at the excessive and burdensome duties that befell them in the course of planning and presenting the Annual Conference. The paucity of effort by several Board members, compounded by ASPD's disorganization, was cited as the chief cause of the difficulties surrounding the Conference.

The Annual Cherry Blossom Conference Report

Presentations at this year's Conference were enthusiastically received by the attendees, and evaluations (a summary of which is attached) were overwhelmingly positive. Additionally, the participants were quite appreciative of the convenience and comfort of the hotel venue.

The exhibitors were also effusive in their praise for the hotel, in contrast to their complaints about hospitals in previous years, which were cramped and not conducive to their presentations. Due to the lack of help by Board and other members in assisting ASPD with registering exhibitors, and the lack of a member designated to coordinate exhibitors, **the Conference did not recruit enough exhibitors or any sponsors. This suppressed Conference income by several thousand dollars. ASPD needs a member to act as Exhibitor Chairperson.**

The Society would have been better served by sending the mailings earlier. The mailings, to approximately 15 states, cost \$3500. Previously ASPD had a problem with the exorbitant cost of the mailing lists purchased from APMA, which also did not release its e-mail lists. By chance the organization got the e-mail list of the current classes of residents. **Lists of member, attendee, and APMA members needs to be maintained and organized by a Membership Chairman.**

The outrageous cost of advertising the Conference limits its success. **ASPD needs an aggressive and savvy member to take charge of this important and expensive item.**

In the future, ASPD will continue to identify the best possible academic presenters. One of ASPD's newer members—the podiatric attending at a famous academic institution—has suggested his

institution as a site and faculty for the Conference. The feasibility of this proposal will be considered. The attractive atmosphere for the 2009 Conference, as well as the high quality of its faculty, has raised the standards for ASPD conferences.

Exhibit and Brief Meeting Planned for Annual APMA Conference

The ASPD will meet briefly at the Toronto Annual APMA, and has reserved a table in the exhibitor area. Members will be needed to represent the Society during exhibit hours, to assist with enrolling new members, networking with APMA officials and others, enlisting exhibitors as future sponsors and Cherry Blossom exhibitors, and displaying an educational poster by a resident. A strong showing from ASPD members at the Toronto Conference will help revitalize the Society and support its mission of promoting podiatric dermatology.

This year's Conference made progress in broadening the geographical and academic range of faculty presenters. The Conference included Dr. Ivan Bristow, a leading British podiatrist from Oxford University and Southampton, England; Col. Brian Thomas, M.D., of Bethesda National Naval Medical Center; Phillip Fidler, M.D., of the Washington Hospital Center, Carmen Myrie-Williams, M.D., dermatopathologist; Rebat Halder, M.D., chief of dermatology at Howard University; Wendell Miles, M.D., plastic surgeon; Tracy Vlahovic, D.P.M., of TUCPM; Richard Moon Pharm.D., compounding pharmacist; and our **mentoring member-lecturers, Dr. Bryan Markinson and Dr. Harvey Lemont.** In order to avoid a narrow geographical range of presenters, and to broaden the Conference's academic range, it may be necessary to continue to pay for unexpected extra out-of-town expenses.

Cherry Blossom 2009 was a breakthrough event. The novel choice of an attractive hotel location versus the usual local Washington, DC hospital auditorium was a successful gamble that promoted and advertised the Society, and allowed it

to transcend stagnation. **A stagnant Society is a dying Society.** The value of this gamble will be evident if members step forward soon to build next year's meeting and make that meeting well-attended and productive.

The Cherry Blossom Conference is in competition against many other meetings at elegant resorts. It will be restricted largely to local Metro DC attendees if it continues to meet in low-appeal venues. Moreover, future fees will need to be higher unless another member cluster or academic facility comes forth to provide a cost-effective meeting, without compromising presentation standards.

This year's Conference lost substantial revenue because no exhibitors pledged to sponsor lunch or breaks, as is customary at other meetings. ASPD members must be active in attracting sponsors and exhibitors from the dermatology pharmaceutical community for future Conferences to be financially viable.

The price of this year's Conference was slightly higher than in 2008. This price did not, however, take into account the pitfall of hotel food pricing, including the exorbitant cost of beverages (which cost more than everything else). Due to the overwhelming onslaught of very late registrations, it was impossible to calculate the cost of food service accurately, or to negotiate accordingly. A skilled meeting planner or an Executive Director, knowledgeable in these matters, could have saved the Society from these types of excess expenses. **The Society needs a member to manage Conference budgeting, corporate sponsorship, and to coordinate with a meeting planner or Executive Director, well in advance of the event.**

Twelve CME's were granted for full attendance; credit for partial attendance was granted based upon need. Certificates were distributed or mailed to attendees. In previous years, ASPD was credentialed by CPME, which was costly given the size and infrequency of the Society's activity. This year's cost for the combined registrations required by CPME would have cost about \$2500. The Conference was most fortunate that our mentor and fellow member Dr. Harvey Lemont, through his influence at Temple University, was able to arrange for the University to grant CME's. Hopefully, this arrangement will be available again. **Once again Dr. Lemont has set an example of the collegiality and initiative needed to rebuild ASPD to its former vigor.**