California Society of Dermatology & Dermatologic Surgery

CalDerm™

2010 Annual Meeting

Fess Parker’s DoubleTree, Santa Barbara, CA
September 24, 25 & 26, 2010

Register Today! Online Registration Now Available—See Details Inside!

13 AMA PRA Category 1 Credit(s)™ of Continuing Medical Education
### FRIDAY, SEPTEMBER 24, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00-6:30 p.m.</td>
<td>Registration</td>
<td>Grande Foyer</td>
</tr>
<tr>
<td>10:00-1:30 p.m.</td>
<td>CalDerm Board of Directors Meeting</td>
<td></td>
</tr>
<tr>
<td>2:00-2:30 p.m.</td>
<td>Life Threatening Dermatoses</td>
<td>Grande Ballroom</td>
</tr>
<tr>
<td>2:30-3:00 p.m.</td>
<td>Imiquimod for Skin Cancer Pearls</td>
<td>Grande Ballroom</td>
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<tr>
<td>3:00-3:30 p.m.</td>
<td>Bugs</td>
<td>Grande Foyer</td>
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<tr>
<td>3:30-3:45 p.m.</td>
<td>Afternoon Break</td>
<td>Grande Foyer</td>
</tr>
<tr>
<td>3:45-4:15 p.m.</td>
<td>Healthcare Reform in California: What you don't know could hurt you!</td>
<td></td>
</tr>
<tr>
<td>4:15-5:15 p.m.</td>
<td>Electronic Health Records: Navigating the Challenge</td>
<td></td>
</tr>
<tr>
<td>5:15-5:45 p.m.</td>
<td>Electronic Health Records: Pros &amp; Cons, Q &amp; A</td>
<td></td>
</tr>
<tr>
<td>6:00-8:00 p.m.</td>
<td>Welcome Reception &amp; Exhibit Viewing</td>
<td>Grande Ballroom</td>
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</tbody>
</table>

### SATURDAY, SEPTEMBER 25, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00-4:00 p.m.</td>
<td>Registration</td>
<td>Grande Foyer</td>
</tr>
<tr>
<td>7:00-7:45 a.m.</td>
<td>Continental Breakfast &amp; Exhibit Viewing</td>
<td>Grande Ballroom</td>
</tr>
<tr>
<td>7:45-8:30 a.m.</td>
<td>Residents Forum</td>
<td>Grande Ballroom</td>
</tr>
<tr>
<td>8:30-9:00 a.m.</td>
<td>Cutaneous Manifestations of Internal Malignancy</td>
<td>Grande Ballroom</td>
</tr>
<tr>
<td>9:00-9:30 a.m.</td>
<td>Melanoma Clinicopathologic Presentations</td>
<td>Grande Ballroom</td>
</tr>
<tr>
<td>9:30-10:00 a.m.</td>
<td>Great Cases from Loma Linda</td>
<td>Grande Ballroom</td>
</tr>
<tr>
<td>10:00-10:30 a.m.</td>
<td>Hot Stuff from the JAAD</td>
<td>Grande Ballroom</td>
</tr>
<tr>
<td>10:30-11:00 a.m.</td>
<td>CalDerm Legislative Update &amp; Business Meeting</td>
<td>Grande Ballroom</td>
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<tr>
<td>11:30-12:30 p.m.</td>
<td>Victor Newcomer, M.D. Memorial Lecture</td>
<td>Grande Ballroom</td>
</tr>
<tr>
<td>12:30-1:30 p.m.</td>
<td>Buffet Lunch &amp; Exclusive Exhibit Viewing</td>
<td>Grande Ballroom</td>
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<tr>
<td>1:30-2:00 p.m.</td>
<td>Autologous Fat Transfer for Lipatrophathy</td>
<td>Grande Ballroom</td>
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<tr>
<td>2:00-2:30 p.m.</td>
<td>Surgical Flap Geometry</td>
<td>Kenneth Gross, M.D.</td>
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<tr>
<td>2:30-3:00 p.m.</td>
<td>Recognition and Treatment of High Risk Cutaneous CA's</td>
<td>Sarah Arron, M.D.</td>
</tr>
<tr>
<td>3:00-3:30 p.m.</td>
<td>Advanced Surgical Reconstructions</td>
<td>Kenneth Gross, M.D.</td>
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<tr>
<td>3:30-4:00 p.m.</td>
<td>Afternoon Break &amp; Exhibit Viewing</td>
<td>Grande Ballroom</td>
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<tr>
<td>4:00-4:30 p.m.</td>
<td>Surgical Rejuvenation of the Upper Face</td>
<td>Hayes Gladstone, M.D.</td>
</tr>
<tr>
<td>4:30-5:00 p.m.</td>
<td>Non-incisional Rejuvenation of the Face</td>
<td>Roberta Sengelmann, M.D.</td>
</tr>
<tr>
<td>7:30 a.m.</td>
<td>Registration</td>
<td>Grande Foyer</td>
</tr>
<tr>
<td>7:30-8:15 a.m.</td>
<td>Continental Breakfast &amp; Exhibit Viewing</td>
<td>Grande Ballroom</td>
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<tr>
<td>8:15-9:00 a.m.</td>
<td>CLIA Histopathology Exam</td>
<td>Beth Ruben, M.D.</td>
</tr>
<tr>
<td>9:00-9:30 a.m.</td>
<td>Bad Outcome Stories</td>
<td>Ronald Rapini, M.D.</td>
</tr>
<tr>
<td>9:30-10:00 a.m.</td>
<td>Medicoletal Catastrophes - Case Presentations</td>
<td>Daniel Gross, M.D.</td>
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### SUNDAY, SEPTEMBER 26, 2010

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<td>Medicoletal Catastrophes - Case Presentations</td>
<td>Daniel Gross, M.D.</td>
</tr>
<tr>
<td>10:00-10:30 a.m.</td>
<td>Morning Break &amp; Exhibit Viewing</td>
<td>Grande Ballroom</td>
</tr>
<tr>
<td>10:30-11:00 a.m.</td>
<td>Dermatopathology Pearls &amp; Pitfalls</td>
<td>Beth Ruben, M.D.</td>
</tr>
<tr>
<td>11:00-11:30 p.m.</td>
<td>A [Free] Radical View of Sunscreens</td>
<td>Jeffrey Ashley, M.D.</td>
</tr>
<tr>
<td>11:30-12:00 p.m.</td>
<td>Pyoderma Gangrenosum: Its Diagnosis &amp; Treatment</td>
<td>Marta Petersen, M.D.</td>
</tr>
<tr>
<td>12:00-12:30 p.m.</td>
<td>Hot Cases</td>
<td>Ronald Rapini, M.D.</td>
</tr>
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</table>
### Accreditation Statement

The California Society of Dermatology & Dermatologic Surgery (CalDerm) is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. CalDerm takes responsibility for the content, quality and scientific integrity of this CME activity.

CalDerm designates this educational activity for a maximum of 13 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.

### Statement of Learning Objectives

As participants of this CME activity, learners will:
- Increase knowledge of recent medical advances in the diagnosis, management and treatment of diseases of the skin.
- Review, interpret, and summarize new clinical, scientific and research information in the study of medical dermatology, dermatologic surgery, dermatopathology and cosmetic and aesthetic dermatology. Expand expertise in these select practical aspects of dermatology.
- Learn to correctly diagnose dermatologic conditions and to select patients who are appropriate for either surgical or aesthetic intervention.
- Learn and improve techniques that will allow the physician to offer the best treatment options and care to patients.
- Compare and contrast methods in order to fully assess patient needs and treatment options; discuss controversies, advantages and disadvantages of diagnostic and treatment plans.
- Refine techniques of esthetic dermatology.
- Improve overall standards of practice and more efficient ways to best serve patients.

### ONLINE REGISTRATION NOW AVAILABLE!

Go to www.calderm.org, click on Annual Meeting, then click on Register Now Online!
Registration Form

First Name: ___________________ Last Name: ___________________ Suffix__

Mailing Address: ____________________________________________________________

City: ___________________ State: ___________ Zip: ___________________

Daytime Phone: ___________________ Fax: ___________________

Email Address (required to receive confirmation): _____________________________________________________________________________

**Annual Meeting Registration Fee Schedule**

The CalDerm Annual Meeting program sessions are open only to registrants who are physicians or staff who are employed by a CalDerm member physician. To inquire about physician membership, contact CalDerm at (916) 498-1712 or email to membership@calderm.org

Online Registration Now Available! Go to www.calderm.org, click on Annual Meeting, then click on Register Now Online!

Please check all that apply:

- CalDerm Physician Member (Must be a member in good standing to qualify or non-member fee will be charged) ...................................................... $345
- Physician Non-Member ........................................................................................................ $645
- Residents & Fellows (Residents who are currently pursuing training in a recognized dermatology residency or fellowship that is accredited by the Accreditation Council for Graduate Medical Education and is located in the state of California) .......................................................... $50

Please Provide Name of Program:

- Non-Physician Registration (Must be employed by a CalDerm Physician Member in good standing who is registered for the 2010 Annual Meeting) .......................................................... $345

  Name of CalDerm Member Physician: ____________________________________________

- Guest/Spouse Registration (Includes Friday reception, Saturday lunch and entrance to the exhibit show) ............... $75

  Name of Guest/Spouse: _______________________________________________________

- I would like to contribute to the CalDerm Political Action Committee ....................... $200

  (CalDerm PAC Contributions are not tax deductible) Required Information for PAC Contribution:

  Are you □ Self-employed or □ an Employee

  If Self-employed, please provide the legal name of your business: __________________________________________________________________

  If Employed, please provide the name of your employer: __________________________________________________________________

**Method of Payment:** □ Check Enclosed □ VISA or MasterCard

Credit Card Number: ________________ / ________________ / ________________ / ________________

3 Digit Security Code (located on back of card) ________________

Signature: ___________________ Expiration: ________________ / ________________

**Hotel Reservations:**

(800) 879-2929

Or make your reservations online at: www.santabarbarafessparkersresort.doubletree.com/csd

Ask for the Group Rate under California Society of Dermatology & Dermatologic Surgery available until September 3, 2010.

$245 for Standard Room □ $295 for Ocean View

**Refund Policy:**

All refund requests are subject to a $25 administrative charge. Refunds will be issued if written cancellation is received by September 10, 2010. Registration is nonrefundable after September 10, 2010. Special circumstances consideration for refund may apply with a written detailed explanation that is approved by the Executive Committee. Substitutions are accepted at any time and registration fee may be transferable to the next scheduled CME Program only. CalDerm reserves the right to cancel CME Programs if necessary at which time a full refund will be issued to all paid participants.
Within 1 Mile of Fess Parker’s DoubleTree Resort:
Stearns Wharf, the oldest working wharf on the West Coast, housing restaurants, galleries, and shops
Santa Barbara Zoo, featuring a variety of animals from around the world, along with a petting zoo and train ride
The Sunday Arts and Crafts Fair in Chase Palm Park—an outdoor exhibit of local artists
Sailing charters, jet-ski rentals, kayak rentals, deep-sea fishing excursions, and other ocean activities
Whale watching—see the migration of the gray whales traveling north through the Santa Barbara Channel to their feeding grounds in the Bering Sea
Farmer’s market—a variety of local growers sell everything from flowers to fruit at this local favorite
Beach volleyball practice and tournament courts across the street on East Beach
Chase Palm Park, featuring a one-of-a-kind Carousel for all to enjoy.

Within 10 Miles of Fess Parker’s DoubleTree Resort:
Mission Santa Barbara, the Queen of the California Missions
Santa Barbara Courthouse, with mission-revival-style architecture
El Paseo Shopping Center. Originally an adobe ranch, now turned into a shopping enclave with courtyard restaurants
Santa Barbara’s Historical Society Museum, housing treasures from Santa Barbara’s colorful past, covering three eras—Spanish, Mexican, and American
Cruises and sailing available in sailboats, safari boats, or catamarans. Tour the wharf and harbor, through coastal areas, or out to the Channel Islands
Carriage Museum, housing a unique collection of horse-drawn carriages, some dating back over 300 years
The Santa Barbara Museum of Art, one of southern California’s finest art museums, features nationally recognized collections and special exhibitions of international importance
Museum of Natural History, featuring mammals, birds, fish, reptiles, plant life, and the geology of the Pacific Coast and Channel Islands
La Cumbre Plaza and Paseo Nuevo… Santa Barbara’s outdoor shopping malls
Glen Annie Golf Club is one of several local championship golf courses in the Santa Barbara area
Historical Society Museum, housing treasures from Santa Barbara’s colorful past, covering three eras—Spanish, Mexican, and American
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Within 1 Hour of Fess Parker’s DoubleTree Resort:
Los Olivos, an up-and-coming art community, featuring galleries specializing in Western and Indian Art
Santa Ynez Wine Country, with over 30 wineries available for tours and evening events
Solvang, a tiny Danish community with quaint boutiques and wonderfully authentic bakeries
The Chumash Indian Casino, offering blackjack, poker, and slots
Rancho San Marcos Golf Course, rated one of the top ten new golf courses in the country
Horseback Riding. Enjoy views of the canyons, ocean and Channel Islands

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Government Relations Director
Cal Capitol Group

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S. Brian Jiang, M.D., Co-Chair

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Daniel Gross, M.D.
Sharon Jacob, M.D.
Craig Kraffert, M.D.
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Matthew Luxenberg, M.D.
Anna McNay, M.D.
Christy Mumm, M.D.
Gary Novatt, M.D.
Sima Torabian, M.D.
Linda Wong, M.D.
David Woodley, M.D.
Non-Stop Destinations from the Santa Barbara Airport • www.flysba.com/travel_info/airline_information
Los Angeles - American & United, Sacramento - Horizon Air,
San Francisco - United Airlines, San Jose - United Airlines

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Alaska Airlines
www.alaskaair.com

American Airlines
www.aa.com

Delta
www.delta.com

Frontier Airlines
www.frontierairlines.com

Horizon Air
www.alaskaair.com

United
www.United.com

US Airways
www.usairways.com