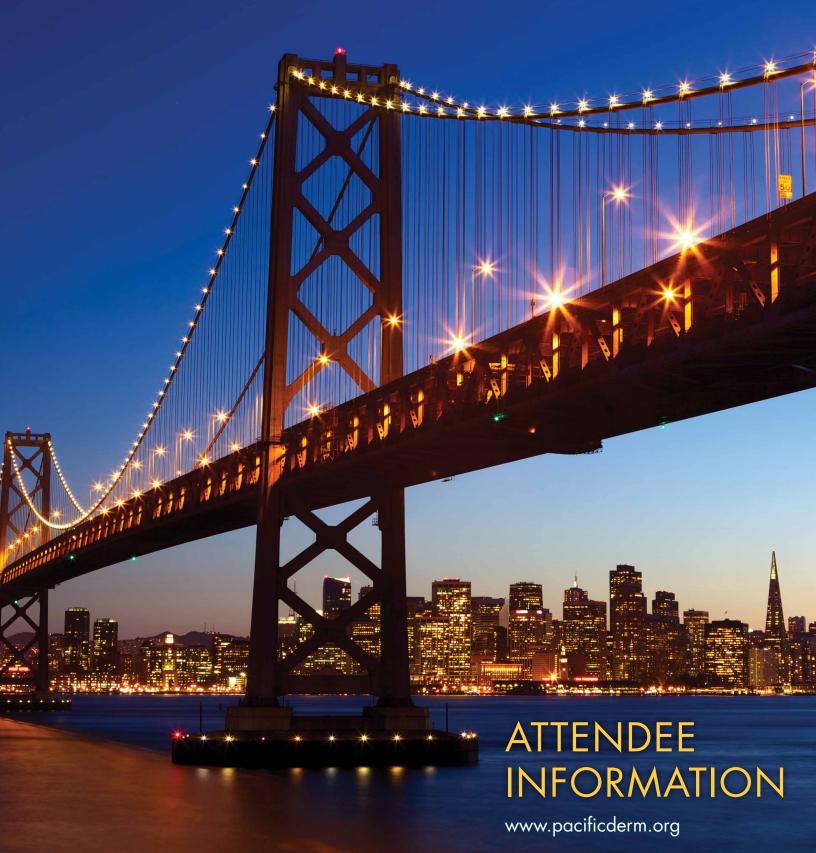


65TH ANNUAL MEETING THE PALACE HOTEL - SAN FRANCISCO AUGUST 14-18, 2013







PRESIDENT'S INVITATION

On behalf of our Board of Directors, I would like to invite you to attend the 65th Annual Meeting of the Pacific Dermatologic Association (PDA), to be held August 14-18, 2013 at the The Palace Hotel in beautiful San Francisco, CA. Our Program Chairs, Latanya Benjamin, MD and Siegrid Yu, MD, have assembled an outstanding program with both practical and cutting-edge presentations on a full range of medical and surgical der-

matological topics. Bruce Ragsdale, MD, Clinicopathologic Conference (CPC) Chair, has secured Philip LeBoit, MD, from the University of California, San Francisco to serve as the guest dermatopathologist for 2013. One of the most popular and unique sessions at the PDA's Annual Meeting, the CPC will feature the presentation and discussion of the clinical and histopathological correlations of interesting dermatology cases.

We are also featuring a Cutaneous Oncology Session and Pediatric Dermatology Symposium. As with all PDA meetings, there were will ample time to enjoy the extracurricular activities of beautiful San Francisco, including a golf and tennis tournament as well as a scenic President's Dinner. We encourage the participation of "up and coming" young dermatologists at this meeting — remember that dermatology residents can attend for free! In addition, our Resident Case Symposium ensures that the best and the brightest residents have the opportunity to present quality case studies. We encourage you to bring your families to enjoy San Francisco and all it has to offer. Please make your plans to join us for what promises to be a great meeting.

EDGAR FINCHER, MD, PHD

PDA President



FEATURED SPEAKERS INCLUDE:

TIMOTHY BERGER | LARRY EICHENFIELD | ILONA FRIEDEN

LINDY FOX | RICHARD GLOGAU | ROY GREKIN | YOUN KIM

PHILIP LEBOIT | HOWARD MAIBACH | VERA PRICE

DANIEL SIEGEL | SUSAN SWETTER | CHRISTOPHER ZACHARY





LATANYA BENJAMIN, MD (left) Program Chair, Stanford University

SIEGRID YU, MD Program Chair, University of California - San Francisco



DESTINATION

SAN FRANCISCO, CALIFORNIA

San Francisco is one of the top tourist destinations in the world, and is renowned for its cool summers, fog, steep rolling hills, eclectic mix of architecture, and landmarks, including the Golden Gate Bridge, cable cars, the former prison on Alcatraz Island. and its Chinatown district.

MEETING OBJECTIVES

At the conclusion of this educational activity, participants will be able to:

- Identify the recent advances in dermatologic therapeutics and apply them to their own practice
- Describe the recent advances in the genetics, diagnosis, and clinical management of melanoma and nonmelanoma skin cancer
- Review key contributions to the medical, surgical, and cutaneous oncology dermatology literature over the last year
- Compare and contrast the presentations of non-scarring alopecias and determine which treatment cascades are appropriate for each
- Manage common infectious and inflammatory pediatric dermatology conditions
- Recognize various nail pathology and become familiar with nail biopsy techniques
- Assess a cosmetic patient by selecting existing and new technologies for optimal efficacy and safety in facial rejuvenation
- Describe the major policy changes related to health care reform and how it impacts the field of dermatology

▶ WEDNESDAY - AUGUST 14, 2013

3:00 pm - 7:00 pm Registration

▶ THURSDAY - AUGUST 15, 2013

	7:50 am – 8:00 am	President's Welcome Edgar Fincher, MD, PhD Latanya Benjamin, MD Siegrid Yu, MD			
SALES OF THE SALES	8:00 am – 9:00 am	NICKEL/WINER CLINICOPATHOLOGIC CONFERENCE: DAY 1 Philip LeBoit, MD - University of California, San Francisco (guest dermatopathologist) Bruce Ragsdale, MD -Western Dermatopathology (chair)			
	9:00 am – 9:25 am	Maximizing Results in the Treatment of Non-Melanoma Skin Cancer: Year in Review Sumaira Aasi, MD - Stanford University			
	9:25 am – 9:50 am	NCCN Melanoma Guidelines 2013: What Dermatologists and Dermatopathologists Need to Know Susan Swetter, MD - Stanford University			
	9:50 am – 10:15 am	Fostering the Next Generation of Dermatologists & 5 Minute Pearl Howard Maibach, MD - University of California, San Francisco			
	10:15 am – 10:45 am	Coffee Break & Exhibits			
	10:45 am – 11:10 am	Pigmented Lesions of the Nail Unit: Getting the Most Out of Your Specimens from Biopsy to Diagnosis Beth Ruben, MD - University of California, San Francisco			
Ş	11:10 am –11:35 am	Alopecia Areata and Other Non-Scarring Alopecias Vera Price, MD - University of California, San Francisco			
S	11:35 am – 12:00 pm	Inflammatory Conditions of the Vulva Joanna Badger, MD - Stanford University			
	12:00 pm – 12:25 pm	Why Won't This Wound Heal? Thea Mauro, MD - University of California, San Francisco			
	12:30 pm – 2:00 pm	Lunch (on your own)			
	2:00 pm – 4:30 pm	PEDIATRIC DERMATOLOGY SYMPOSIUM			
	2:00 pm – 2:20 pm	Pediatric Fungal and Viral Infections Erin Mathes, MD - University of California, San Francisco			
	2:20 pm – 2:40 pm	Systemic Therapy for Pediatric Psoriasis: 5 Practical Pearls Kelly Cordoro, MD - University of California, San Francisco			
	2:40 pm – 3:00 pm	To Shot or Not to Shot: Vaccine Update Latanya Benjamin, MD - Stanford University			
4	3:15 pm – 3:40 pm	Infantile Hemangiomas: Medicine, Surgery or Laser & 5 Minute Pearl Ilona Frieden, MD - University of California, San Francisco			
	3:40 pm – 4:00 pm	Management of Scarring Acne Larry Eichenfield, MD - University of California, San Diego			
3	5:00 pm – 6:30 pm	Welcome Reception & Exhibits			

▶ FRIDAY - AUGUST 16, 2013

7:00 am – 1:00 pm	Exhibits		
8:00 am – 9:00 am	NICKEL/WINER CLINICOPATHOLOGIC CONFERENCE: DAY 2 Philip LeBoit, MD - University of California, San Francisco Bruce Ragsdale, MD - Western Dermatopathology <i>(chair)</i>		
9:00 am – 9:25 am	Year in Review: Medical Dermatology Timothy Berger, MD - University of California, San Francisco		
9:25 am – 9:50 am	Medical Dermatology: 2013 Update on Therapeutics Kanade Shinkai, MD - University of California, San Francisco		
9:50 am – 10:15 am	Common Themes and Interesting Cases from the Inpatient Consultation Service Lindy Fox, MD - University of California, San Francisco		
10:15 am – 10:45 am	Coffee Break & Exhibits		
10:45 am – 11:00 am	VICTOR NEWCOMER AWARD LECTURE		
11:00 am – 11:25 am	Reconstruction Pearls 101 Isaac Neuhaus, MD - University of California, San Francisco		
11:25 am – 11:50 am	My Approach to the Cosmetic Patient Roy Grekin, MD - University of California, San Francisco		
11:50 am – 12:15 pm	How Would You Reconstruct It John Geisse, MD - Solano Dermatology		
12:15 pm – 12:40 pm	The Affordable Care Act: Dermatology in Transition Daniel Siegel, MD - SUNY Downstate		

FRIDAY - AUGUST 16, 2013 CONTINUED				
12:45 pm – 2:00 pm Lunch (on your own)				
2:00 pm – 7:00 pm	Activities & Explore San Francisco			
SATURDAY - AUGUST 17, 2013				
7:00 am – 1:00 pm	Exhibits			
8:00 am – 9:00 am	NICKEL/WINER CLINICOPATHOLOGIC CONFERENCE: DAY 3 Philip LeBoit, MD - University of California, San Francisco Bruce Ragsdale, MD - Western Dermatopathology <i>(chair)</i>			
9:00 am – 9:20 am	Future Trends in New Device and Laser Technology Chris Zachary, MD - University of California, Irvine			
9:20 am – 9:40 am	Fillers: Pearls and Pitfalls Rick Glogau, MD - University of California, San Francisco			
9:40 am – 10:00 am	Botox: Pearls and Pitfalls Rick Glogau, MD - University of California, San Francisco			
10:00 am – 10:15 am	– 10:15 am Panel Discussion			
10:15 am – 10:45 am	am Coffee Break & Exhibits			
10:45 am — 11:15 am	ERVIN EPSTEIN LECTURE Botanical Dermatology: Therapeutic Flora You Probably Never Thought Of Daniel Siegel, MD - SUNY Downstate			
11:15 am – 11:40 am	Contact Dermatitis: Academic Pearls to Practical Nuggets Sharon Jacob, MD - University of California, San Diego			
11:40 am – 12:05 pm	11:40 am – 12:05 pm 5 Minute Pearls Timothy Berger, MD Lindy Fox, MD Rick Glogau, MD Roy Grekin, MD			
12:15 pm – 12:45 pm	CLIA Proficiency Exam Bruce Ragsdale, MD - Western Dermatopathology			
12:45 pm – 2:15 pm	Lunch (on your own)			
2:15 pm – 4:45 pm	pm — 4:45 pm CUTANEOUS ONCOLOGY SYMPOSIUM			
2:15 pm – 2:35 pm	Therapeutic Update: Cutaneous Oncology Sarah Arron, MD - University of California, San Francisco			
2:35 pm – 2:55 pm	Targeted Therapy for Basal Cell Carcinoma Jean Tang, MD - Stanford University			
2:55 pm – 3:15 pm	Updates in Melanoma Treatment Susana Ortiz, MD - University of California, San Francisco			
3:30 pm – 3:50 pm	Practical Approaches to Actinic Keratoses Sarah Arron, MD - University of California, San Francisco			
3:50 pm – 4:10 pm	3:50 pm — 4:10 pm CTCL Therapeutics: Curing Advanced Disease Youn Kim, MD - Stanford University			
4:10 pm – 4:30 pm	Update on Merkel Cell Carcinoma Siegrid Yu, MD - University of California, San Francisco			
7:00 pm – 9:00 pm	President's Dinner Waterfront Restaurant (tickets required)			
SUNDAY - A	AUGUST 18, 2013			
8:00 am – 9:15 am	Resident Case Presentations			
9:15 am – 9:40 am	CPC - Morphea and its Mimickers Amy Gilliam, MD - Palo Alto Medical Foundation			
9:40 am – 10:05 am	40 am — 10:05 am Is Online Dermatology in Our Future? David Wong, MD - Stanford University			
10:05 am – 10:30 am	5 am — 10:30 am Mobile Apps in Dermatology Janellen Smith, MD - University of California, Irvine			
10:30 am – 10:45 am	0 am – 10:45 am PDA Business Meeting / Coffee Break			
10:45 am – 11:10 am	5 am — 11:10 am Drug Reactions Neal Bhatia, MD - Harbor UCLA			
11:10 am – 11:35 am	0 am – 11:35 am Dealing with the Difficult, Anxious, Unhappy Patient John Koo, MD - University of California, San Francisco			
11:35 am – 12:00 pm	Managing Office Politics: Just Fire Them All Neal Bhatia, MD - Harbor UCLA			
12:00 pm – 12:30 pm	PANEL DISCUSSION: TIPS ON PRACTICE MANAGEMENT — PEARLS AND PITFALLS Neal Bhatia, MD - Harbor UCLA John Geisse, MD - Solano Dermatology Amelia Kaymen, MD - Presidio Dermatology			

CALL FOR CASES & AWARD SUBMISSIONS

Attendees are invited to submit case summaries and abstracts for review and selection to be presented during PDA's 65th Annual Meeting. The three (3) categories offer a way for residents and young dermatologists — as well as established practitioners - to directly participate in the meeting program.

NICKEL/WINER CLINICOPATHOLOGIC CONFERENCE (CPC)

One of the most popular sessions offered at each PDA meeting, the CPC will feature the presentation and discussion of the clinical and histopathological correlations of interesting and cuttingedge dermatology cases. The PDA is looking for high-quality cases to be an integral part of the CPC. As an extra added incentive to submit your case in 2013, the PDA will provide a \$250 prize for the Best CPC Case. We welcome submissions from members and non-members alike, whether you can attend or not.

VICTOR D. NEWCOMER AWARD

The Victor D. Newcomer Award is open to physicians currently enrolled in a graduated dermatologic training program or physicians that have completed their training less than 5 years ago. Any clinical research, basic science research or clinically focused review may be submitted for consideration for this award. The author of the winning entry will receive a cash prize of \$500 in addition to reimbursement of travel and hotel expenses (overall, a \$1,500 package) to give a 15 minute presentation at PDA 2013.



RESIDENT CASE SYMPOSIUM

Twelve (12) cases will be selected for the Resident Case Symposium at PDA 2013. Submitted cases should have good teaching value and good clinical slides. The presentation itself should be no more than six minutes in duration and should allow time for one to two questions. Reimbursement for hotel accommodations and travel expenses with a comprehensive maximum of \$500 will be given to residents who are selected.

Submission deadline: June 26, 2013. For more information on these categories, please visit www.pacificderm.org.

All social activities and special events are open to members who are registered for the meeting and their spouse/guest. Advance registration is required for all special events where noted, however, a minimal number of tickets may be available on site.

THURSDAY, AUGUST 15

WELCOME RECEPTION

5:00 pm - 6:30 pm

Greet your friends and colleagues at the Opening Reception while enjoying cocktails and hors d'oeuvres. Badges will be required for entry. The Welcome Reception is open for Physicians, Residents, Office Staff, Spouses and Guests who have registered and have paid the required registration fees.

FRIDAY, AUGUST 16 **TENNIS TOURNAMENT**

2:00 pm - 5:00 pm **Bay Club SF Tennis** Registration Required: \$50 pp



Enjoy some afternoon competition in a challenging round-robin format. Players of all ability and skill level are invited to participate and prizes will be awarded to the winners. Transportation included. Athletic attire and tennis shoes with non-marking soles are required.



GOLF TOURNAMENT

2:00 pm - 7:00 pm **TPC Harding Park** Registration Required: \$179 pp Club Rental: \$50 pp

TPC Harding Park, named after avid-golfer and President Warren Harding, opened in 1925. Masterfully designed by golf course architect Willie Watson, of Olympic Club fame, the 163-acre course takes advantage of existing topography, contours and vegetation. The course's history is almost as great as the Monterey Cypress Trees that line it. A frequent PGA TOUR stop in the 1960s, the newly renovated TPC Harding Park is once again attracting big name tours host to the 2005 World Golf Championship and the Presidents Cup 2009. To preview the course, please visit: http://www.tpc.com/tpcharding-park.

SATURDAY, AUGUST 17 PRESIDENT'S DINNER

7:00 pm - 9:00 pm **Waterfront Restaurant** \$99 Adult/\$49 Child (under 18)



Enjoy a complete dinner as spectacular as the view at this nearly picture-perfect, embarcadero restaurant on Pier 7. A mile from Fisherman's Wharf, and with a breathtaking view of the Bay, The Waterfront is one of San Francisco's foremost dining destinations. Transportation included.

REGISTRATION INFORMATION

CATEGORIES	BY 7/13/13	AFTER 7/13/13
PDA Member	\$395	\$445
Non Member	\$595	\$645
Office Staff - PDA Member	\$345	\$395
Office Staff - Non-Member	\$545	\$595
Resident +	Free	Free
Spouse/Guest ++	Free	Free

- Office Staff includes NPs and PA-Cs. Employing physician must be a member of the PDA.
- For more information please contact the PDA Office at (888) 388-8815.
- Dermatology Residents may register for no fee with a letter from their program director.
- ++ Limited to one person per registrant

Registration for members, non-members, residents and office staff entitle admittance to all exhibits and social activities. The spouse/ guest registration entitles admittance to the social activities and the exhibit hall. Tickets are required for the President's Dinner and all Special Events & Activities. Indicate the number of tickets you desire on the registration form and include the fee in your check or credit card payment. Advance registration is required in order for badges and tickets to social activities to be available at the time of arrival. A limited number of social activities will be available to those who register on-site. There will be no provision for partial registration or refunds for social activities not attended.

ONLINE REGISTRATION

Online registration is available on the PDA website at www.pacificderm.org.

CANCELLATION/REFUND POLICY

Registration fees, less a \$25 administration fee, will be refunded following the meeting upon written notice of cancellation to the PDA headquarters office. In order to qualify for a refund of fees, cancellation notice must be received in writing no later than Friday, July 20, 2013. There will be no refund of fees for cancellation received after that date or for lack of attendance without notification.

CME CREDIT

Blackwell Futura Media Services designates this live activity for a maximum of 17.75 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Blackwell Futura Media Services is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

DISCLOSURE OF INTEREST

In keeping with the rules of the Accreditation Council for Continuing Medical Education, conflict of interest disclosure is required of all faculty and other participants in the Annual Meeting. Speakers from the audience are also required to indicate any relevant conflict of interest during discussion of a given topic.

EVALUATIONS

CME requests and seminar evaluations will be managed on-line. This will ensure that you receive your CME certificate in a timely manner. You will be given a small CME Booklet in your conference materials where you should evaluate the sessions you attend. In order to receive your CME Certificate you will need to log on to a URL and complete a short evaluation. Upon completion of the online form, your CME Certificate will be made available for download or to have emailed. Detailed instructions, in addition to the URL, will be provided via email after the meeting.

ABOUT THE HOTEL

The Palace Hotel

2 Montgomery Street San Francisco, CA 94105 ph: (888) 627-7196 | www.sfpalace.com



A special room rate of \$215 per night single/double is available for all meeting participants at The Palace Hotel. This rate is offered on a space-available basis only through July 21, 2013. Reservation requests made after July 21, 2013. will be confirmed on a spaceavailable basis at prevailing hotel rates. Reservations can be made by calling (888) 627-7196. Please indicate you are with the "Pacific Dermatologic Association Annual Meeting" to receive the special room rate.

NEED A ROOMMATE?

Contact the PDA office at (888) 388-8815 or via email at pda@hpassoc.com no later than July 11, 2013 if you would like to share a room with another attendee (and split the cost of the room). Please indicate whether you are male or female and your anticipated arrival and departure dates.

AIR TRAVEL AND TRANSPORTATION

The Palace Hotel is located 30 minutes from the San Francisco International Airport and 35 minutes from the Oakland International Airport. The taxi cost from the San Francisco airport to the hotel is approximately \$40-\$50 and approximately \$55-\$65 from the Oakland airport. Bay Area Rapid Transit System (BART) is also available for those who would like to take the train.

PDA 65TH ANNUAL MEETING REGISTRATION FORM AUGUST 14-18, 2013 | SAN FRANCISCO, CA

First Name:	Last Name:		Degree/Credentials:		
Nickname for Badge:		Affiliation for Badge:			
Address:					
City:		State:	Zip:	Country:	
Phone:		Fax:			
Email:		Spouse/Guest(s) Full Name(s):			
Optional: List any professional or personal a	ccomplishments over the past year (for	use by PDA Historian)			
► REGISTRATION	CATEGORY:				
	BY JULY 13, 2013	AFTER JULY 13, 2013	FEE		
	PDA Office at (888) 388-8815. To fee with a letter from their program defection of the results	irector. ident	\$ \$ \$ \$ \$ \$ \$	JOIN PDA! Join PDA and save \$200 on meeting registration fees. If you choose to join the PDA, please return to the registration category and choose the member category. PHONE REGISTRATIONS ARE NOT ACCEPTED. Please select one of the following three options: www.pacificderm.org (Visa/MC/AMEX)	
□ Tennis Tournament:\$50 pp Rating/Skill Level □ Beginner □ TOTAL REGISTRA	ded? (\$50)		\$ \$ \$	(415) 764–4915 (Visa/MC/AMEX) PDA 575 Market Street Suite 2125 San Francisco, CA 94105 (Check/Visa/MC/AMEX) Registration fees, less \$25 administration fee, will be refunded following the meeting upon	
Card #:Cardholder Name (please print): Signature:**Payable to Pacific Dermatologic Asso	will be refunded following the meeting upon written notice of cancellation to the PDA head-quarters office. Check/Visa/MC/AMEX) In order to qualify for a refund of fees, cancellation notice must be received in writing no later than July 20, 2013. There will be no provisions for partial registration fees or refunds for activities not attended.				



PACIFIC DERMATOLOGIC ASSOCIATION

575 Market Street, Suite 2125 San Francisco, CA 94105

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