



December 11, 2007

Editor: Laura King, MD (2001)

Leadership Development Program

Alumni Newsletter

Vol. 6, No. 2

655 Beach Street
San Francisco, CA
94109-1336
PO Box 7424
San Francisco, CA
94120-7424
Tel. 415.561.8500
Fax. 415.561.8533

AAO.org

Editor:

[Laura King, MD](#)

Academy Staff:

[Lisa Pinkston](#)

[Gail Schmidt](#)

[Academy News](#)

[Practical Lessons on Leadership](#)

[LDP Graduate News](#)

[Suggested Reading](#)

Academy News

Celebrating 10 Years of Leaders

The Academy's LDP celebrated its 10th year during an **Alumni Reception** in New Orleans which was sponsored by Allergan. Each of the 10 classes were represented and attendees also included participants from the programs initiated by the Pan American Association of Ophthalmology (PAAO's Curso de Liderazgo), the All India Ophthalmological Society (AIOS LDP) and the European Society of Ophthalmology (SOE EuLDP). International program directors including **Zelia Correa** and **Natalio Izquierdo (PAAO Curso)**, **Stefan Seregard (EuLDP)** and **S. Natarajan (AIOS LDP)** joined the festivities. In addition to the global expansion of the program, several state medical societies - including those in Tennessee and Georgia - as well as other medical specialty societies such as the American Academy of Orthopaedics have implemented leadership program modeled after the LDP. If you would like to receive the commemorative stadium blanket that was distributed to Alumni Reception attendees, please send your request to [Kathleen Mitchell](#) and one will be mailed to you.

Note: *The blanket can only be mailed to U.S. addresses.*

LDP and PAAO Classes of 2007-2008

During their final session in New Orleans, the incoming 2007-2008 LDP class was inspired by the project presentations by 2006-2007 class graduates. **Martine Jager**, the first international president of the Association for Research in Vision and Ophthalmology (ARVO), discussed the success she has had in improving the international representation in ARVO's leadership ranks. **Justine Smith** presented her long-term goals of enhancing the opportunities for residents to learn about uveitis. While **Mildred Olivier** was representing ophthalmology at the AMA meeting and was unable to attend, **Lynn Gordon** (2008) stepped in to present Mildred's success at implementing the inaugural Women in Ophthalmology Leadership Forum this past August at The Enchantment in Sedona, Arizona. The program was so well received that WIO will be holding a second one in 2008. Concurrently, the incoming Curso class heard project presentations by program graduates. **Alex Taleb** told participants about his collaboration to organize and host the **II Ocular Health National Forum** in Brazil. (Look for more about Alex's success in the upcoming edition of EyeNet magazine). **Gabriel Quesada** talked about his work to create the National Ophthalmology Journal of El Salvador, and **Raquel Benavides Gonzalez** told of her study on the prevalence of pediatric ocular tumors in Costa Rica.

Industry Support for LDP Continues

Allergan, Pfizer Ophthalmics, and **Alcon** have all committed to continuing their support for the LDP with the 2007-2008 class. **Karl Braun**, Vice President, Sales, Pfizer Ophthalmics, participated in the final LDP and Curso session, where he spoke about Global Collaborative Efforts, while **Julian Gangolli**, CVP & President, North America Region, Allergan, Inc., spoke to the incoming LDP and Curso classes about National and International Leadership in Ophthalmology. Later that evening, **Steve Pal**, Corporate Vice President of Allergan Global Strategic Marketing joined the U.S. and international participants at the Alumni Reception.



Practical Lessons on Leadership

AIOS LDP

The **All-India Society of Ophthalmology's** (AIOS) Leadership Development Program held its second session in June 2007 at Mumbai. The session was organized by **S. Natarajan** (2006), Chairman, Scientific Committee-AIOS, and speakers included **Natarajan, Mr. G.S. Savnal, Dr. Rakesh Sinha, Dr. Abhijit Das, and Mr. D. Sivanandan IPS.**



Errata

In the previous edition of the *LDP Alumni Newsletter*, we listed the names of participants in the AIOS Leadership Development Program, but inadvertently omitted the name of one participant: **Dr. Sureshnath Rath**, representing the **Orissa State Ophthalmological Society** is also a participant in the **AIOS LDP**.

SOE EuLDP

The inaugural SOE EuLDP class of 2005-2007 held its graduation session in conjunction with the Joint SOE/AAO Congress in Vienna, Austria. The 2005-2007 EuLDP class held its orientation session at the 2005 SOE meeting in Berlin, followed by 3-day working modules in Stockholm in 2006 and San Francisco, California in 2007 culminating in the graduation ceremony in Vienna in June 2007.

The incoming 2007-2009 EuLDP class heard from EuLDP graduates, including **Nikos Bechrakis** of Germany who discussed efforts to engage young ophthalmologists in the SOE and to develop an EuLDP alumni club. The incoming class includes 28 participants representing 20 national societies from all across Europe in addition to a U.S. participant **Amalia Miranda**. Amalia hopes to share the advocacy lessons learned via her experiences in Oklahoma as well as gain pearls from her European counterparts.

MEACO LDP

The Middle East African Council of Ophthalmology (MEACO) LDP Director **Ayman Salah** welcomed 16 participants as he oversaw the launch of the MEACO LDP in conjunction with the IX International Congress of the Middle East African Council of Ophthalmology March 29 – April 1, 2007, in Dubai, UAE. **Stephanie Marioneaux** joined **Mike Brennan** in participating in the launch of the program. The second module will take place at the end of this month in Cairo, Egypt and **Cindy Bradford** will travel there to participate as a panelist to discuss society communications.

ICO Leadership Training

International Council of Ophthalmology (ICO) Executive Director **Bill Felch** is collaborating with ICO President **Bruce Spivey** in leadership development training for ophthalmologists in Sub-Saharan Africa. The second meeting of the Advisory Leadership Group for Sub-Saharan Africa was held at the end of October in Nairobi, Kenya. The long-term objective is "to define the critical attitudes, knowledge and skills for ophthalmologic leaders in Sub-Saharan Africa and develop a systematic series of courses and other educational programs to help members of the Advisory Leadership Group develop as leaders."

Get Politically Active:

Plan of Attack - ORGANIZE

Steps leaders should take to get your society ready for the next legislative session

Develop Key Messages: Develop articulate, concise, persuasive messages that convey what you want and why.

Prime the Media: Start developing media contacts (television and newspaper health reports, newspaper editorial board members, minority press contacts, Internet-based news outlets, etc.). Pre-write news stories that support your legislative position. Write fact sheets and op-ed pieces that support your legislative position.

Secure Coalition Partners: Engage the state medical association on your issue and ensure that the leadership considers your bill to be a priority. Reach out to specialty societies that have similar concerns (e.g., scope of practice issues). Form a formal coalition.

Engage the Academy: Contact the Academy's Governmental Affairs staff to learn what resources are available to support your efforts. Stay in contact with your society's regional member on the Academy's Secretariat for State Affairs.

Engage Third Party Stakeholders: Recruit patients, community leaders, etc. Meet with advocacy groups (e.g., Veterans, Seniors, consumers, minority advocates, disease-specific groups, etc.). Support other groups on their priorities to encourage them to support yours.

Recruit Eye M.D.s: Engage member interest using your newsletter, and advocacy updates. Assign volunteers to specific responsibilities.

Engage Legislators: Make PAC contributions. Find an author for proactive legislation. Identify legislators likely to support the campaign. Determine existing legislative relationships among society members.

Build Financial Coiffers: In addition to supporting your state PAC, contribute to the Academy's [Surgical Scope Fund](#) to which the Academy's matches funds and to which state societies can apply for disbursements to oppose optometry's attempts to gain surgical privileges.

For more information on Academy advocacy resources, contact [Michael Levitt](#), AAO Manager for State Governmental Affairs.



LDP Graduate News

Help us keep up to date on the latest information on LDP Graduates! Please send **LDP Graduate News** updates to Lisa Pinkston for inclusion in the next LDP Alumni Newsletter.

1999

Tamara Fountain has been appointed to the Academy's EyeNet Editorial Advisory Board (effective 1/08).

2000

Tom Oetting was appointed Vice Chair of the Academy's Practicing Ophthalmologist Curriculum Panel-Cataract and Anterior Segment Panel (effective 1/08). **Jean Ramsey** was appointed the the Academy's Membership Advisory Committee (effective 1/08), and will stand for election to the Academy Board of Trustees as Vice Chair of the Council. If elected, Jean's term as Vice Chair will begin in January 2008.

2001

Jim Tsai, the Robert R. Young Professor and Chairman of the Ophthalmology Department and Visual Science at Yale, announced his collaboration with Stephen Strittmatter, MD, PhD, the Vincent Coates Professor in the Department of Neurology and Neurobiology, to investigate the inhibition of the Nogo Receptor in glaucoma and other diseases.

2002

Zack Bridges has been appointed to the Academy's Committee for Congressional Advocacy (effective 1/08). **Sam Solish** has been appointed to the Academy's Ophthalmology Liaisons Committee (effective 1/08). **Mark Maria** has been appointed to the Academy's Committee for State Governmental Affairs (effective 1/08).

2003

Christie Morse was appointed to the Academy's Membership Advisory Committee (effective 1/08), and was appointed Chair of the Academy's Practicing Ophthalmologist Curriculum Panel-Pediatric Ophthalmology and Strabismus Panel (effective 1/08). Christie is also a candidate for election to the Academy's Board of Trustees as Trustee-at-Large.

2004

Anna Luisa Di Lorenzo represented the Academy at the Italian Ophthalmology Society meeting in Venice, Italy in October. **Ravi Goel** was elected to the [AMA-Young Physician Section Governing Council](#), and has been appointed to the Academy's EyeNet Editorial Advisory Board (effective 1/08).

David Faber is president-elect of the Utah society. **Stefan Seregard** has been appointed to the Academy's EyeNet Editorial Advisory Board (effective 1/08). **Steve Thornquist** has been appointed to the Academy's Committee for State Organizational Development (effective 1/08). **Russ Van Gelder** has been appointed to the Academy's Basic and Clinical Science Course Sec. 9: Intraocular Inflammation and Uveitis Subcommittee (effective 1/08).

2005

Steve Dunn is president of the Texas society. **David Epley** has been appointed to the Academy's EyeNet Editorial Advisory Board (effective 1/08). **Leon Herndon** has been appointed Vice Chair of the Academy's Practicing Ophthalmologist Curriculum Panel-Glaucoma Panel (effective 1/08). **Nancy Holekamp** has been appointed to the Academy's EyeNet Editorial Advisory Board (effective 1/08). **Johanna Jensen** is president-elect of the Idaho society. **David Pao** is president of the Pennsylvania society. **Scott Uttley** is president-elect of the Minnesota society, and has been appointed to the

Academy's Committee for State Organizational Development (effective 1/08). **Jim Ruben** has been appointed the the Academy's Nominating Committee (effective 1/08).

2006

Lisa McHam is president of the Massachusetts society, and is chairman of the New England Ophthalmological Society Public Health and Education Committee. **Sidney Simonian** is vice president of the American Osteopathic Colleges of Ophthalmology & Otolaryngology. **Leah Levi** has been appointed to the Academy's Subspecialty Day Committee (effective 1/08). **Kristin Reidy** has been appointed to the Academy's Committee for Congressional Advocacy (effective 1/08). **Brian Sippy** has been appointed Vice Chair of the Academy's Practicing Ophthalmologist Curriculum Panel-Retina Vitreous Panel (effective 1/08). **David Wallace** has been appointed to the Academy's Practicing Ophthalmologist Curriculum Panel-Pediatric Ophthalmology and Strabismus Panel (effective 1/08).

2007

Brandon Busbee has been appointed to the Academy's Digital Media Committee (effective 1/08). **Kim Cockerham** has been appointed to the Academy's EyeNet Editorial Advisory Board (effective 1/08). **Martine Jager** is president of ARVO. **Terry Kim** has been appointed the Academy's Cornea/ External Disease Subcommittee of the Annual Meeting Program Committee (effective 1/08). **Steve Swedberg** is president-elect of the Washington society. **Jeff Maltzman** has been appointed to the Academy's OPHTHPAC (effective 1/108).

Curso de Liderazgo Graduate News

2004

Luis Izquierdo was elected Director of Scientific Activities of the **Peruvian Ophthalmology Society**. **Natalio Izquierdo** was honored with an Academy Secretariat Award for his efforts to defeat scope of practice expansion attempts in Puerto Rico.

2006

Juan Carlos Corbera was elected Director of Publications of the **Peruvian Ophthalmology Society**.

Alexandre Taleb is developing Young Ophthalmologists committee within the **Council of Brazilian Ophthalmology**.

EuLPD Graduate News

2007

Nikos Bechrakis will attend a planning meeting of the Academy Secretariat for the Annual Meeting in February 2008. Nikos will provide input to the Secretariat on the needs and expectations of international attendees of the Academy's Annual Meeting. He will also be transitioning into Stefan Seregard's role as Director, SOE EuLDP.

AIOS LDP News

Gowri Murthy has become Secretary of the **Karnataka Ophthalmic Society**, as state society in India. **Arun Kshetrapal** has been elected editor of the Journal and Proceedings of the **Rajasthan Ophthalmological Society**. **K. Rajasekar** and **Nirmal Frederik** will present a management, leadership and communications program at a meeting sponsored by the Academic & Research Committee of the **Tamil Nadu Ophthalmic Association** and the Pondicherry Ophthalmologists' Association on December 16.



Suggested Reading

Hardball: How Politics Is Played Told by One Who Knows the Game by Chris Matthews

Hardball, first published in 1988, is like a modern version of Machiavelli's The Prince, only much more richly illustrated, with anecdotes drawn from talk-show host Chris Matthews's stint as a congressional staffer (where he worked for, among others, renowned Speaker of the House Tip O'Neill). Discussing such basic principles as "It's not who you know; it's who you get to know" and "Don't get mad, don't get even--get ahead," Matthews not only dishes out choice Washington insider info, he has over the years inspired many readers to apply his principles for political success to their own professional lives. [Amazon.com](http://www.amazon.com)

Ear to the Ground and Eyes on the Prize

Information, Inc. (08/07); Corbin, Kenneth

The world is a fluid place. Consumer preferences change; fads come and go; industries evolve. So why, in a landscape of constant flux, would an association elect to remain static even as the demands of its members are undergoing a dramatic shift? It's no secret that the most successful associations are those that have a pipeline to their members' needs and interests. Meeting members' expectations about the services and value that their association provides is the surest way to retain existing members and court new ones. To close the gap between member needs and the association's perception of those needs, the association must make a concerted and ongoing effort to keep a dialogue open, giving members an easy, transparent mechanism to make their voices heard. The first step toward an insight into what motivates an association's membership is to understand the purpose

of the association. One method that has been employed with some success involves a fourfold matrix designed to evaluate the following: what brings new members into the organization, why do existing members stay in the association, why would an existing member opt to leave the association, and why don't more people join the organization? ([Link to Article](#))



This electronic newsletter is sent to alumni and current participants of the Academy's Leadership Development Program. If you would like to be removed from this mailing list or would like the newsletter sent to a different e-mail address, please send your request to lpinkston@aao.org.

You are welcome and encouraged to contribute articles for inclusion in the LDP Alumni Newsletter. Please send your contributions or your questions, comments, or suggestions for future editions of the LDP Alumni Newsletter to lpinkston@aao.org.

