



W I S D M  
*Women in Science, Dentistry & Medicine*

# 17th Annual Pathways to Leadership Conference

## ***Taking Charge of Your Career***

Friday, March 20, 2009

7:30 a.m. - 2:15 p.m.

Kontos Medical Sciences & Egyptian Buildings  
MCV Campus

Sponsored by

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



V i r g i n i a   C o m m o n w e a l t h   U n i v e r s i t y

# Conference Agenda

## *Taking Charge of Your Career*

Friday, March 20, 2009

AM

**7:30 Registration and Continental Breakfast** **MSB 104-105**  
Networking with colleagues, visit the exhibits

**8:15 Welcome and Announcements** **MSB Auditorium**  
Mary Helen Hackney, MD, President, WISDM

**8:30 KEYNOTE ADDRESS**  
***NEGOTIATION SKILLS: ASK FOR IT***  
Sara Laschever, MA  
Author, Editor, Cultural Critic  
Ms. Laschever is the co-author of the new book, *Ask For It: How Women Can Use the Power of Negotiation to Get What They Really Want*. She will discuss a research-backed four-phase program to help women learn to be more confident and effective negotiators. The purpose is to help guide women through the process of refining their goals, polishing their skills, and thoroughly preparing for every kind of negotiation in their lives - large or small, high-stakes or low.

### **Question and Answer Session**

**9:45 Coffee Break** **MSB 104-105**  
**Visit the VCU Exhibits**

- VCUHS Work/Life Balance Resources and Concierge Services
- Barnes and Noble @ VCU - Books will be available for purchase.
- Posters from WISDM, WIM Student Organization, Women in Science Student Organization (WIS), and SOM Committee on the Status of Women and Minorities (COSOWAM)

**10:15 CONCURRENT WORKSHOPS** **Egyptian Building, FCM Classrooms**  
Indicate 1st & 2nd choices on the Registration Form

### **A. Keeping it Safe: How to Hold Crucial Conversations**

Denise Thornby, MS, RN, NEA-BC

- Discuss how to handle and master crucial conversations at all levels of communication
- Adopt strategies on how to effectively hold tough conversations on virtually any topic
- Describe practical skills for communicating when stakes are high and emotions run strong

### **B. Protecting and Commercializing Your Ideas**

Ivelina Metcheva, PhD, MBA; Bonny Lewis, PhD, FACB; Joanne Peart, PhD; Kevin Ward, MD

- Hear faculty success stories about protecting, marketing, and licensing their discoveries
- Review different types of intellectual property protection
- Review VCU's tech transfer process

### **C. How to Work Effectively with the Institutional Review Board (IRB)**

Elizabeth "Betsy" Ripley, MD, MS

- How to determine whether a project is human subjects research
- What are the options for IRB review: exempt, expedited, full
- Tips for navigating the IRB process

# Conference Agenda

## D. Podium Pizzazz: Express Yourself Publically

*Janet Rodgers, MFA*

- Discover what stands in the way of your using your voice to its fullest potential
- Identify some simple strategies to help you express yourself with confidence

## E. How to Review a Contract

*Betty Graumlich, JD*

- Recognize what questions to ask when reviewing your contract
- Strategies for negotiating your contract

## F. Exercise and Healthy Living

*Eric West, PhD; Katherine Vatalaro Hill, MPH, CHES; Bronwyn Lloyd, MS; Kerry McClung*

- Describe practical skills to cope with physical and emotional hunger and improve diet
- Try out exercises you can do without ever having to leave your office!
- Discuss VCU resources that can help you maintain your health

**11:30 Break**

## **11:45 WISDM PROFESSIONAL ACHIEVEMENT AWARDS**

**MSB Auditorium**

*Moderator: Mary Helen Hackney, 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

Ronald J. Hunt, DDS, MS, Harry Lyons Professor and Dean, VCU School of Dentistry  
Judy Brannen, MD, MBA, Chief of Staff, McGuire Veterans Affairs Medical Center

**PM**

**12:15 Box lunch, networking, exhibits, and turn in evaluation**

**MSB 104-105**

## **1:00 - WORKSHOP**

### **2:15 G. Planning for Promotion and Tenure**

**MSB**

*Lenore Buckley, MD, MPH; Robert F. Diegelmann, PhD; Ann Setien, MBA*

- Review the basic requirements for promotion and tenure
- Review responsibilities of the faculty member
- Discuss examples of accomplishments in scholarship, teaching, and service to be considered for promotion to associate professor and professor

## Keynote Speaker

Sara Laschever is an author, editor, and cultural critic known for her “enlightening, unsettling, and ultimately, inspiring”\* ideas. Much of her work has focused on women’s life and career obstacles. Her byline has appeared in



The New York Times, The Harvard Business Review, The New York Review of Books, The Boston Globe, Vogue, and many other publications. A fellow of the Center for Work/Life Policy, Ms. Laschever also worked as a research associate and principal interviewer for Project Access, a landmark Harvard University study funded by the National Science Foundation that explored impediments to women’s careers in science and technology.

Ms. Laschever’s first book, *Women Don’t Ask: The High Cost of Avoiding Negotiation—and Positive Strategies for Change*, co-authored with Carnegie Mellon economist Linda Babcock, explored a newly recognized phenomenon: that women are much less likely than men to use negotiation to improve their circumstances. *Women Don’t Ask* looked at the causes of women’s reluctance and the high price they pay in both lost wages and delayed career advancement.

*Women Don’t Ask* won rave notices from The Wall Street Journal, The Economist, Business Week, The New York Times, The Washington Post, USA Today, and The International Herald Tribune, among others.

Fortune magazine, in its 75th anniversary issue, included the book in a list of “The 75 Smartest Books We Know,” a list that included *The Art of War* by Sun Tzu, *The Prince* by Niccolò Machiavelli, *The General Theory of Employment, Interest, and Money*, by John Maynard Keynes, *The Wealth of Nations* by Adam Smith, *The Effective Executive* by Peter Drucker, and *The Tipping Point* by Malcolm Gladwell.

Ms. Laschever’s new book, *Ask For It: How Women Can Use the Power of Negotiation to Get What They Really Want*, was just published in paperback. Also written with Linda Babcock, *Ask For It* presents a research-backed four-phase program to help women learn to be more confident and effective negotiators. *Ask For It* guides women through the process of refining their goals, polishing their skills, and thoroughly preparing for every kind of negotiation in their lives—large or small, high-stakes or low.

Lois Frankel, author of the best-seller *Nice Girls Don’t Get the Corner Office*, says of *Ask For It*: “Nice girls don’t ask, but smart women do. *Ask For It* provides the tangible tools and tips you need to get your fair share of the raises, promotions, and perks you’ve earned—and deserve.”

Evelyn Murphy, president of ‘The Wage Project,’ and author of *Getting Even: Why Women Don’t Get Paid Like Men and What to Do About It*, calls the book “required reading for working women,” and says, “*Ask For It* gives women a groundbreaking gift: the means to ask for what they’re worth.”

Ms. Laschever’s lively, eye-opening talks about women and negotiation have become popular draws for corporate audiences (Microsoft, Bristol-Myers Squibb, Procter & Gamble, Deloitte Consulting, DuPont, Deutsche Bank), colleges and universities (Harvard, Princeton, Tufts, Johns Hopkins, Boston College, Scripps, Iowa State), law firms (King & Spalding, Blackwell Sanders, Patton Boggs, Sidley Austin) and women’s leadership groups nationwide (the Forbes Executive Women’s Forum, the Financial Women’s Association, the National Association of Women Business Owners).

Sara Laschever earned her BA (summa cum laude) from Princeton University and her MA from Boston University. She lives in Concord, Massachusetts with her husband and two sons.



\* Teresa Heinz Kerry

## Presenters

### KEYNOTE SPEAKER

#### **Sara Laschever, MA**

Author, Editor, Cultural Critic  
Concord, MA

### WORKSHOPS

#### **Lenore Buckley, MD, MPH**

Elam Toone Distinguished Professor in Arthritis  
Departments of Internal Medicine and Pediatrics  
Division of Rheumatology, Allergy and Immunology  
Chair, SOM Ad Hoc Promotion and Tenure Review Committee  
VCU School of Medicine

#### **Robert Diegelmann, PhD**

Professor of Biochemistry and Molecular Biology  
Member, SOM Ad Hoc Promotion & Tenure Review Committee  
VCU School of Medicine

#### **Betty Graumlich, JD**

Labor and Employment Counsel  
Reed Smith, LLP  
Richmond, VA

#### **Katherine Vatalaro Hill, MPH, CHES**

Assistant Director  
VCU Wellness Resource Center ("The Well")

#### **Bonny Lewis, PhD, FACB**

Assistant Professor  
Department of Pharmacy, VCU School of Pharmacy  
Departments of Pathology and Anesthesiology  
VCU School of Medicine

#### **Bronwyn Lloyd, MS**

Group Exercise Director  
Gold's Gym, Willow Lawn & The Fan

#### **Kerry McClung**

Manager - Sport Clubs, Outdoor Adventure & Facilities  
University of Richmond, Richmond, VA

#### **Ivelina Metcheva, PhD, MBA**

Director, Tech Transfer  
VCU Office of Research  
President, VCU Intellectual Property Foundation

#### **Joanne Peart, PhD**

Associate Professor  
Department of Pharmaceutics  
VCU School of Pharmacy

#### **Elizabeth "Betsy" Ripley, MD, MS**

Associate Professor of Internal Medicine, Nephrology  
Chair, IRB Panel B  
Associate Program Director, General Clinical Research Center,  
VCU School of Medicine

#### **Janet Rodgers, MFA**

Associate Professor  
Head of Performance, Voice, and Speech Training  
Theatre Department  
VCU School of the Arts

#### **Ann Setien, MBA**

Manager, Personnel Administration  
Office of Faculty Affairs  
VCU School of Medicine

#### **Denise Thornby, MS, RN, NEA-BC**

Director, Education and Professional Development  
VCU Health System  
Adjunct Faculty and Assistant Dean for Continuing Education  
VCU School of Nursing

#### **Kevin Ward, MD**

Associate Professor, Emergency Medicine, Physiology, Biochemistry  
Director of Research, Department of Emergency Medicine  
Associate Director, VCU Reanimation Engineering Shock Center  
(VCURES)  
VCU School of Medicine

#### **Eric West, PhD, ACSM, AFAA, IDEA, AFPA, AAHPERD**

Coordinator, Fitness/Wellness Program  
VCU Recreational Sports

## TESTIMONIALS FROM PAST PARTICIPANTS

"This program really enhanced my understanding of challenges facing women and leadership roles of women;" 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;" I heard some great advice and felt motivated to step up and make a difference in my career;" "My expectations were met at networking, informative speakers and relevant topics;" "...I very much appreciate the excellent organization and spirit of the conference."

## Program Description

This program promotes professional development through enhancement of leadership skills. 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; postdocs, practitioners and other community leaders. Both women and men in science, dentistry and medicine will gain skills that will enhance 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.

## Educational Objectives

At the conclusion of this activity, participants should be better able to:

- Examine leadership strategies, barriers, opportunities, and resources for women in health sciences
- Develop skills relating to professional development, personal growth and career advancement
- Network with colleagues

Please see each individual workshop objectives specific to that session.

## Program Registration & Parking

The registration fee of \$45.00 (\$25.00 for students, residents and postdocs) includes tuition, program materials, transcript of credit hours, continental breakfast, coffee breaks, and luncheon. Registration fee, less a \$20.00 nonrefundable administrative fee, will be refunded only if written notice of cancellation is received on or before Friday, March 13, 2009. Fax your written cancellation notice to us at 804/828-7438.

Valet parking is available for \$5.00 at the Gateway Building, MCV Hospitals, corner of 12th and East Marshall Streets, Richmond, VA. The fee is paid at the time of parking.

## Accreditation & Credit

Virginia Commonwealth University (VCU) School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Physicians may claim up to 3.75 hours in Type 1 or Type 2 CME on the Virginia Board of Medicine Continued Competency and Assessment Form required for renewal of an active medical license.

VCU designates this educational activity for a maximum of *3.75 AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The Virginia Commonwealth University, School of Dentistry is an ADA CERP recognized provider. Complete attendance may earn dentists and dental auxiliaries up to 3.75 continuing dental education hours.

This continuing education activity meets the criteria of Virginia Commonwealth University and the Southern Association of Colleges and Schools. .4 CEUs will be awarded and recorded with the University.

## Scholarships

Scholarships are available to students, residents, postdocs, and fellows. Please contact your local offices as listed below for more information. VCU is an equal opportunity/affirmative action employer. If special accommodations are needed, please contact Debbie Stewart at 804-828-6591, [dstewart@vcu.edu](mailto:dstewart@vcu.edu).

VCU School of Dentistry - Carolyn Booker, PhD  
Assistant Dean of Student Services  
(804) 828-9953, [clbooker@cedar.vcu.edu](mailto:clbooker@cedar.vcu.edu)

VCU School of Medicine - Debbie Stewart  
Education Program Coordinator, Office of Faculty Affairs  
(804) 828-6591, [dstewart@vcu.edu](mailto:dstewart@vcu.edu)

## **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 Medical Center. 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 Mary Helen Hackney, MD, President, 804-628-1933, Carol Hampton, Associate Dean, 804-828-6594, carol.hampton@vcu.edu, 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. More than 700 students 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 for 87% 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 34% of all full-time faculty, higher than the national averages, and chair 5 of 29 departments. Among medical students, 48.5% are women, and among graduate students 62% 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 are entering dentistry in Virginia and across the U.S. In August 2008, 37% of our 374 dental students were women. Of the 69 full-time dental school faculty, 41% 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**

In 2008, VCU Health System was named Richmond's Employer of Choice for the third year in a row. We also proudly accepted recognition as a Working Mother magazine's "100 Best Companies for Working Mothers" – for the fourth time. And for the second time, we were designated a National Association of Female Executives (NAFE) Top Company, and a top five in the non-profit category. These national and local distinctions affirm that we are doing the right things for the right reasons. We take our responsibility to care for people seriously as a health care provider and as an employer. And because females comprise 75% of our workforce, we take our responsibility one step further by doing what it takes to help them advance and prosper. 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 child care, adult day care, wellness and education reimbursement for employees and dependents. These offerings are intended to help employees balance work/life, not choose. Thank you WISDM, for sharing our commitment to recognizing, nurturing and advancing our female health care professionals.

## **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 chief of staff and multiple other department and board chair positions. The medical center, in Richmond, Virginia, and its two satellite clinics (in Fredericksburg and Charlottesville) serve a population base of 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. Nine hundred 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 & Conference Planning Committee

## EXECUTIVE COMMITTEE

### Mary Helen Hackney, MD

President, WISDM Faculty Organization  
Co-Chair, Medical Student Committee  
Associate Professor, Internal Medicine, School of Medicine (SOM)

### Julie Mayglothing, MD

Secretary, WISDM Faculty Organization  
Co-Chair, Professional Development Committee  
Assistant Professor of Emergency Medicine and Surgery, SOM

### Tegwyn Brickhouse, DDS, PhD

Treasurer, WISDM Faculty Organization  
Associate Professor, Department of Pediatric Dentistry  
VCU School of Dentistry

### Susan Lanni, MD

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Associate Professor of Obstetrics/Gynecology, SOM

## COMMITTEES

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Professor of Biochemistry and Molecular Biology  
Associate Dean, Graduate Education, SOM

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Co-Chair, SOM Committee on the Status of Women & Minorities  
Associate Professor of Human and Molecular Genetics, SOM

### Michelle Whitehurst-Cook, MD

Co-Chair, Medical Student Committee  
Associate Professor of Family Medicine  
Associate Dean for Admissions, SOM

### Martha Bushong, MS

Co-Chair, WISDM Newsletter Committee  
Assistant Director of External Relations  
VCU School of Dentistry

### Amelia Grover, MD

Co-Chair, WISDM Newsletter Committee  
Assistant Professor of Surgery, SOM

### Kimberly Sanford, MD

Co-Chair, Professional Development Committee  
Assistant Professor of Pathology, SOM

### Cecelia Boardman, MD

Immediate Past-President  
Chair, Nominating Committee  
Associate Professor of Obstetrics/Gynecology, 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  
Associate Professor of Neurology, SOM

### Diane Schroeder, MD

Associate Chief of Staff of Primary Care  
McGuire Veterans Affairs Medical Center  
Associate Professor of Internal Medicine, 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

### Carol L. Hampton, MMS

Associate Dean  
Faculty & Instructional Development  
Office of Faculty Affairs, SOM

## PAST PRESIDENTS

Cecelia Boardman, MD \* Bela Sood, MD, MHA \* Joann Bodurtha,  
MD, MPH \* Lenore Buckley, MD, MPH \* Karen Sanders, MD \*  
Dawn Mueller, MD \* Wendy Klein, MD

## CONFERENCE PLANNING COMMITTEE

### Martha Bushong, MS

### Amelia Grover, MD

### Mary Helen Hackney, MD

### Carol Hampton, MMS

### Julie Mayglothing, MD

### Kimberly Sanford, MD

## CONFERENCE MANAGER

### Deborah Stewart, BIS

School of Medicine, Office of Faculty Affairs  
PO Box 980565; 804-828-6591, dstewart@vcu.edu



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

# Course Registration Form

DCA OF2707 - 09 3.75

Visit website: [www.cmeregistration.som.vcu.edu](http://www.cmeregistration.som.vcu.edu)

17th Annual Women in Science, Dentistry, & Medicine Pathways to Leadership Conference  
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Friday, March 20, 2009

You may register and pay by completing this form and sending by mail or fax to:  
VCU Office of Continuing Professional Development and Evaluation Studies  
c/o Registrar, P.O. Box 980048  
Richmond, VA 23298-0048  
Phone: 804/828-3640 FAX: 804/828-7438

Please check your affiliation:  
(check all that apply)

- VCU Dentistry  
 VCU Medicine  
 VCU Health System  
 McGuire Veterans Affairs  
Medical Center  
 Other \_\_\_\_\_

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

\_\_\_\_\_ Last 4 digits of Social Security Number

\_\_\_\_\_ First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Title \_\_\_\_\_

\_\_\_\_\_ Department \_\_\_\_\_ School/Firm/Institution \_\_\_\_\_

\_\_\_\_\_ Degree \_\_\_\_\_ Specialty/Division \_\_\_\_\_

\_\_\_\_\_ (W)Telephone \_\_\_\_\_ Fax# \_\_\_\_\_ (H)Telephone \_\_\_\_\_

\_\_\_\_\_ Email \_\_\_\_\_ Mailing Address (Street) \_\_\_\_\_

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

AM Workshops  
(Indicate 1st and 2nd choices)

A \_\_\_\_\_ B \_\_\_\_\_ C \_\_\_\_\_ D \_\_\_\_\_ E \_\_\_\_\_ F \_\_\_\_\_

PM Workshop: Promotion & Tenure  
(Indicate if you will attend)

G \_\_\_\_\_

Registration Fees: \_\_\_\_\_ \$45.00 enclosed

Students: \_\_\_\_\_ \$25.00 enclosed or \_\_\_\_\_ Scholarship (see page 6 of brochure)

(please select) \_\_\_\_\_ Residents \_\_\_\_\_ Postdocs \_\_\_\_\_ Medical \_\_\_\_\_ Dental \_\_\_\_\_ Graduate

Total amount enclosed .....\$ \_\_\_\_\_

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Online registration now available. Please visit [www.cmeregistration.som.vcu.edu](http://www.cmeregistration.som.vcu.edu)