



The Daily Deal



2007 SDMS ANNUAL CONFERENCE NEWSLETTER THURSDAY, OCTOBER 11, 2007



Viva Las Vegas!

For the next few days, rest, relax, rejuvenate, and learn as the SDMS deals you a full house of the best speakers in the field of sonography!

At registration, you received the conference program and exhibit guide in the pocket of your tote bag. This program provides detailed information on all the educational and social events.

Important Numbers

Red Rock Casino Resort Spa
Phone: 702-797-7777
FAX: 702-797-7745

SDMS Registration Desk Hours

Thursday, October 11
6:30 am – 8:00 pm

Friday, October 12
7:00 am – 5:00 pm

Saturday, October 13
7:30 am – 4:00 pm

Sunday, October 14
7:30 am – 12:30 pm

Exhibit Hall Hours

*Red Rock and
Charleston Ballrooms*

Thursday, October 11
Exhibit Hall Grand Opening
5:00 pm - 8:00 pm

Friday, October 12
9:00 am - 5:00 pm
(Closed from 1:00 - 2:30 pm)

Networking Breaks
9:00 am - 9:50 am
3:00 pm - 3:50 pm

Saturday, October 13
9:00 am - 4:00 pm
(Closed from 1:00 - 2:30 pm)

Networking Breaks
10:00 am - 10:50 am
2:30 pm - 3:20 pm

Thank You to Our 2007 Sponsors And Medal Level Supporters

The SDMS and SDMS Educational Foundation wish to extend a special "thank you" to the following companies for their generous support throughout 2007. Their support enables the SDMS to continue to offer attendees exceptional educational and special event programming

While in the Exhibit Hall, you can show your appreciation for their professional support by stopping by their booths and delivering a personal 'thank you'.

2007 SDMS Annual Conference Sponsors



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WATCH THIS SPACE!
Last-minute room or schedule changes will appear here in THE DAILY DEAL.

Daily Details

Events at a Glance

**Thursday,
October 11**

Pre-Conference Tutorials

Tutorial Registration Required

Educators Tutorial

8:00 am – 5:20 pm
Summerlin A & F

Student Conclave

8:00 am – 5:20 pm
Pavilion Ballroom

Abdominal Sonography Tutorial

8:00 am – 5:20 pm
Summerlin D

Cardiac Sonography Tutorial

8:00 am – 5:20 pm
Summerlin E

OB/Gyn Sonography Tutorial

8:00 am – 5:20 pm
Summerlin B

Vascular Sonography Tutorial

8:00 am – 5:20 pm
Summerlin C

Breakfast

A continental breakfast will be available to tutorial attendees at 7:00 am in the Veranda area.

Lunch

11:30 am - 12:50 pm
Lunch with W. Frederick
Sample Paper Presentations
Veranda A & B

OR

Networking Lunch
Veranda C, D, E, &
Terraces

Exhibit Hall

Grand Opening

5:00 pm - 8:00 pm
Red Rock and Charleston
Ballrooms

Daily Dealer Tips

To get an edge on the best conference experience, please keep the following in mind:

Depend on *The Daily Deal*

Start each day by picking up a copy of the Annual Conference newsletter, *The Daily Deal*, at the SDMS registration desk. *The Daily Deal* will keep you 'in step' with conference updates, highlights, reminders and tips.

Do Wear Your Name Badge and Wrist Band

When in doubt, wear it! Your name badge is your ticket to the Pre-Conference tutorials, educational courses, luncheons, the Exhibit Hall, and all other Conference events. If you sent in your RSVP for the "An Evening at a Desert Oasis" pool party, you will ALSO need to wear the orange wrist band included in your registration packet to be admitted to this event.

Do Drink Responsibly

If you are under the age of 21, you will not be served alcohol at SDMS social functions. Hotel staff will request proof of age at these functions if necessary.

Deliver Messages on the Message Board

Post messages to other attendees, check for phone messages, poster competition winners, and other Conference updates on the Message Board in the SDMS Registration Desk area.

Discover New Opportunities on the Job Board

Whether you're seeking a new employee or a new employer, this is the spot. Post or check for employment opportunities on the Job Board, located at the SDMS Registration Area.

Download Data at the Cyber Café

Pay a visit the SDMS Cyber Café just inside the Exhibit Hall entrance. Computer stations are available for you to check your e-mail, flight status, and print boarding passes while attending the Conference.

Don't Delay in Completing Your CME Course Logs

BEFORE you attend your first educational course, look inside your registration packet for the course attendance log and instructions and make sure to read them. If you have any questions about the forms or procedures, please stop by the SDMS Registration Desk for assistance. To receive CME credit, turn in your completed course attendance log at the SDMS Registration Desk BEFORE leaving the Conference.

Deactivate Cell Phones and Pagers

As a courtesy to our speakers and other attendees, please make sure your pager/cell phone is turned off or set on vibrate mode during all presentations. If you must take a call, please do so outside the presentation rooms. Violators will be flogged with a transducer cord!

Dress in Layers

It's nearly impossible to control room temperatures to satisfy everyone's preference (or hypothalamus). Meeting rooms tend to be cool so consider bringing a light sweater or jacket with you to the course sessions. SDMS fleece jackets are available for purchase at the SDMS booth in the Exhibit Hall.

Decide on Day Care

Children are not permitted in the meeting rooms during course sessions. To arrange for child care, contact the concierge or inquire at the hotel registration desk.

Las Vegas is an Amazing Place, but Do Stay Safe!

Enjoy yourself...but make sure to take along some friends. There's safety in numbers! Remember to remove your name badge when leaving the hotel.

Milestone Member

SDMS Will Welcome 20,000th Member at Friday's Opening Session

On Tuesday, August 14 a little after 4:00 p.m. (CDT), the Society of Diagnostic Medical Sonography welcomed Rebecca Elijah, BS, RDMS, RDCS, RVT of St George, Utah to the association as its 20,000th member. Rebecca is a sonographer who has been actively practicing in the profession for 11 years and holds a baccalaureate degree in Sonography from Seattle University. She is triple credentialed holding the RDMS, RVT, and RDCS credentials from the American Registry of Diagnostic Medical Sonography.

When asked what had attracted her to the sonography profession she offered the following comment; "I like the patient interaction. It's rewarding to be able to offer good quality care to patients who are appreciative and happy that you are helping them." Ms. Elijah is a 'returning member' to the SDMS and explained her decision to rejoin the Society; "I know that

the SDMS does a lot to support sonographers through government relations activities and lobbying efforts on behalf of the membership, and I know that this is extremely helpful. I also appreciate and look forward to receiving the association's publications."

SDMS has experienced unparalleled growth over the last eight years having expanded its membership from the 9,000 range in 2000 to over 20,000 in 2007. Jean Lea Spitz, the SDMS President, made the following comments regarding the Society's growth; "Our growth rate is a phenomenal success story by anyone's standards. We exist to support and provide services to our sonographer members and to promote quality patient care. Our growth has been fueled by our ability to deliver the educational products and services that sonographers value. We are a



**Rebecca Elijah,
BS, RDMS, RDCS, RVT**
St. George, Utah

membership-focused organization, respected within the professional community for our leadership and commitment to our members' needs and interests."

Ms. Spitz is looking forward to introducing Ms. Elijah to the Society's Annual Conference participants during the President's Address on Friday at 7:45 am in the Summerlin Ballroom.

Exhibit Hall Grand Opening

The latest technologies, the newest products, refreshments, and a grand prize opportunity!

5:00 pm - 8:00 pm
Red Rock and Charleston Ballrooms

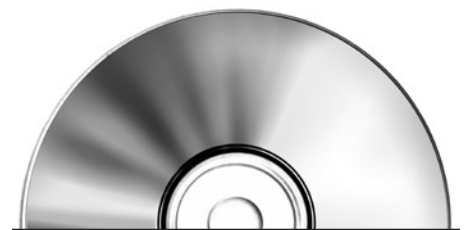
Be the first to experience the latest sonography equipment, state-of-the-art products, vast educational resources and networking opportunities that the SDMS Exhibit Hall has to offer. Enjoy complimentary beer, wine, soft drinks, and hors d'oeuvres as you explore over 90 exhibit booths.

The filled-to-capacity SDMS Exhibit Hall completely fills two ballrooms this year (The Red Rock and Charleston Ballrooms on the 5th floor). To make sure that you get to all eight corners, the *2007 SDMS Annual Conference Program & Exhibit Guide*

contains your SDMS Exhibit Hall Prospect Card. Tear out this fold-out page, and take it to each of the 30 participating booths highlighted on the map, and have them stamp their square. Then, simply fill out your personal information and drop it off at ARDMS's booth (#309) to be entered in the grand prize drawing for a trip for two to the Cayman Islands!

But even if you get all your stamps, and your card is drawn, you **must** be poolside at the "An Evening at a Desert Oasis" event on Saturday night to claim your prize. Those are great odds, even for Vegas!

Grand Prize sponsored by ARDMS



SDMS Conference Proceedings CD

Each conference registrant receives a CD-ROM in the back of their *Program & Exhibit Guide*. This CD-ROM contains all available course syllabi for the conference, **including the Pre-Conference Tutorials**.

After the conference, SDMS members can also access the Conference Proceedings online (in the Members Only area of the SDMS web site).

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