



2008 SDMS ANNUAL CONFERENCE

# DAILY VIEW

FRIDAY, OCTOBER 17, 2008



## Grand Opening Highlights

Over 95 exhibiting companies showcased their sonography-related products and services to SDMS attendees during the exhibit hall grand opening last night.

If you haven't already, look for your Exhibit Hall Prospect Card (in your 2008 SDMS Annual Conference Program & Exhibit Guide) and take it to each of the 29 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 (#529) to be entered in the Grand Prize drawing for a trip for two to Cancun, Mexico!

The Grand Prize drawing will take place during the final refreshment break in the Exhibit Hall on **Saturday, October 18 at 3:00 pm.**

The Exhibit Hall is open today from 9 am - 5 pm and tomorrow from 9 am - 4 pm.



*SDMS Board Member Marsha Neumyer scans this morning's keynote speaker Christine Cashen's carotid artery at last night's exhibit hall reception.*



*Keynote speaker Christine Cashen poses with sponsor Medison America, Inc. executives*

**Conference Hotel**  
Foxwoods Resort Casino  
Phone: (800) 369-9663

### SDMS Registration Desk Hours

**Friday, October 17**  
7:00 am - 5:30 pm

**Saturday, October 18**  
7:30 am - 5:30 pm

**Sunday, October 19**  
7:30 am - 12:30 pm

### Exhibit Hall Hours Premier Ballroom (MGM)

**Friday, October 17**  
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 18**  
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



## Thanks!

*The SDMS staff would like to thank Sheryl Goss, Jean Lea Spitz, and Kathleen Wolfe, who volunteered to help us stuff the annual conference tote bags!*

## Thank You SDMS!

"I'm one of those people who never wins anything, but I got lucky in Vegas! I won this year's registration at last year's conference in Las Vegas.

Now I'm back to learn more, reconnect with old acquaintances and make new contacts. That's what it's all about. Oh...and fun!"

**Cathy Fuhs**  
Rochester, Minnesota

## WATCH THIS SPACE!

Last-minute room or schedule changes will appear here each day.

### Prospect Card Drawing

The time listed in the *Program and Exhibit Guide* is incorrect. The Prospect Card drawing will take place at **3:00 pm** on Saturday, *not* 3:30. Be sure to get your card turned in on time!

*The OSHA/SDMS Booth stamp will NOT be required to win.*

### Exhibit Hall Booth Switch

PRN Vascular is now located in **Booth #115.**  
Heritage Medical Products is now located in **Booth #217.**

### GE Party Time Change

The time listed in the *Program and Exhibit Guide* is incorrect. The GE Healthcare party will take place in the Celebrity Ballroom Saturday from **6:30 pm - 8:30 pm.**

# Daily Details

## Events at a Glance

### Friday, Oct. 17

#### Plenary Sessions in the MGM Theater

**President's Address**  
*Shannon Boswell*  
7:45 am – 8:00 am

**Keynote Address**  
*Christine Cashen*  
8:00 am – 8:50 am

**Scientific and Sample  
Paper Presentations**  
10:00 am – 11:20 pm

#### Lunch & Learn

**Lunch A - Twin Gestations  
- An Overview**  
*Mani Montazemi*  
11:30 am – 12:50 pm  
Celebrity G (MGM)

**Lunch B - Use of  
Vascular Lab to Assess  
Cardiovascular Risk**  
*Terry Needham*  
11:30 am – 12:50 pm  
Celebrity I (MGM)

**Awards Dinner**  
Celebrity D (MGM)  
6:00 pm – 7:30 pm  
(RSVP was required)

**After Party**  
Celebrity H (MGM)  
8:00 pm – 10:00 pm  
(RSVP was required)

**Refreshment  
Breaks**  
9:00 am – 9:50 pm and  
3:00 pm – 3:50 pm  
in the Exhibit Hall

*Today's refreshments  
sponsored by*



# Daily Tips

*For the best conference experience, please keep the following in mind:*

## Depend on the Daily View

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

## Do Wear Your Name Badge

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 Awards Dinner and/or the After Party on Friday night, your badge will also admit you to these special events. Insert your badge into your handy SDMS Annual Conference Badge Holder, sponsored by **Unetixs Vascular, Inc.**



## 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 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 to either of the two SDMS Cyber Cafés - inside the Exhibit Hall at the SDMS Pavilion or near the SDMS Registration area. Computer stations are available for you to check your e-mail and 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 hoodies are available for purchase at the SDMS Pavilion in the Exhibit Hall.

## Airport Shuttle Schedule Change

On Sunday, shuttles to the airport will run hourly from **7:00 am until 1:00 pm**. (Previously shuttles were scheduled to run from 7:00 am to 4:00 pm).

Anyone booked on the 2:00, 3:00, and 4:00 pm shuttles *has been re-booked to the 1:00 pm shuttle*. Please come to the SDMS Registration Desk if you have questions.

# Soccer & Sonography

## SDMS Interviews Exhibit Hall Special Guest Olympic Gold Medalist Heather Mitts

**SDMS:** You've travelled all over the world. What is your favorite place that you have visited?

**HM:** That's a hard question! I would say Greece. We went there for the 2004 Olympics. I just thought it was an amazing location, the people were great and the food was amazing!

**SDMS:** Is it frustrating that every other country seems to love soccer more than they do here in the United States?

**HM:** Unfortunately, Yes. It's a little bit frustrating when you see a huge event like the World Cup and see the thousands of fans going crazy. At the same time, we completely sold out the finals in Beijing and our fans are pretty nuts about us! I would say that we have a long way to go, but our fans appreciate the sport and hopefully we'll get to the level where other countries are today.

**SDMS:** Can you tell our conference attendees a little about the work you are doing with GE Healthcare Ultrasound and the U.S. Olympic Committee in researching the use



*SDMS staff members Tierney Epstein and Chris Alcott pose with Olympian Heather Mitts.*

of ultrasound in musculoskeletal injuries?

**HM:** It's a great opportunity for the U.S. Women's Soccer Team to be a part of this study. For me personally, coming back from an ACL injury – it's why I chose to be a part of it. Basically, the instrument is amazing, and I'm so excited that they have this technology now because it's portable, and it helps us to prevent and have early intervention if we get injured. I hope it continues to grow and be something we can use to our advantage.

**SDMS:** How is sonography used at the professional and Olympic level for athletes?

**HM:** We are all so competitive, and our sport is so physical, that we have a lot of injuries. If you are "on the bubble" or trying to earn playing time, even if you can feel an injury coming on, you are going to keep practicing unless you know for sure that you could injure it worse. That's why I think this device is so great because you can have a live "read" right there, and know that yes, you can keep pushing it and keep practicing, or no - if you continue this, you will injure yourself.

**SDMS:** What do you do when you're not playing soccer?

**HM:** I get a *little* bit of off-time! This is actually my off time, so I'm enjoying it by travelling around and trying to let my body rest. I'm having a lot of fun with my friends and my family. I'm going home to see my family in a couple of weeks.

**SDMS:** It was great to meet you. Thank you so much for your time talking with us!

**HM:** Thank you for your time, too!



*Heather Mitts autographing soccer balls last night at the GE Healthcare booth*



## I recognize my strengths AND THOSE OF OTHERS

I'm true to myself. Recognize all the things I have to offer. And appreciate what others can teach me. As an imaging professional at Kaiser Permanente, I am valued for who I am and the uniqueness I bring to the team. Here, my colleagues and I enhance each other's strengths and learn from each other's differences. Together, we exceed our potential. Today, and tomorrow. We are all different, yet we share a common goal—to inspire our patients to be the best they can be. This commitment brings us together as family. If you believe that our differences make us stronger, this is the place to put your beliefs into practice.

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