



2010 SDMS ANNUAL CONFERENCE

DAILY SUMMIT

Friday, October 15, 2010



A Huge Thank You to the Sonography Students of Red Rocks Community College!

Program Director **John Trombly** and many sonography student volunteers from Red Rocks Community College stuffed the SDMS Annual Conference tote bags for all of the conference

attendees in record time! Your tote bag, which every attendee receives at registration, contains inserts and giveaways from our SDMS Annual Conference supporters.



Conference Hotel

Hyatt Regency Denver
Phone: 1-800-233-1234

SDMS Registration Desk Hours

Colorado Convention Center

Friday, October 15

7:00 am – 5:30 pm

Saturday, October 16

7:30 am – 5:30 pm

Sunday, October 17

7:30 am – 12:30 pm

Exhibit Hall Hours

Colorado Convention Center

Friday, October 15

9:30 am - 4:30 pm

(Closed from 11:00 am - 1:30 pm)

Networking Breaks

9:50 am - 10:40 am

3:20 pm - 4:10 pm

Saturday, October 16

9:30 am - 4:30 pm

(Closed from 11:00 am - 1:30 pm)

Networking Breaks

9:50 am - 10:30 am

3:20 pm - 4:10 pm

CARE Bill Update

SDMS is committed to the establishment of national certification standards for the sonography profession. The tool to achieve this objective is the CARE bill (Consistency, Accuracy, Responsibility and Excellence in Medical Imaging).

The CARE bill is currently pending in the 111th Congress.

For more information and find out how you can help, visit the SDMS PAC booth in the SDMS Pavilion in the exhibit hall.



Abdominal Sonography Course Time Switch!

On Sunday, two courses in the Abdominal Sonography Track are **switching places**.

At **10:20**, Joy Guthrie will present *Ophthalmic Sonography Using Standard Linear Array Transducers*.

At **11:20**, Ulrike Hamper will present *Advanced Biopsy Techniques*.

NEW EXHIBITORS

Visit **Kelsey National Corporation** in booth **429**, and ask about the drawing for an Apple iPad!

Visit **MedStreaming** in booth **511!**

WATCH THIS SPACE!

Last-minute schedule changes will appear here in the DAILY SUMMIT.

DAILY DETAILS

FRIDAY, OCTOBER 15

Plenary Sessions

Korbel Ballroom 2 & 3

Keynote Address

Mind Blowing Success in
an Upside Down World
Peter Sheahan

7:45 am – 8:50 am

McLaughlin Memorial Lecture

Professional Partnerships
in Sonography Practice
Jean Lea Spitz

9:00 am – 9:50 am

Principles Tune-Up: How
Sharp Are You?

*Dr. Frederick Kremkau
Cindy Owen*

10:40 am – 11:30 am

Specialty Tracks

Abdominal Sonography

Room 405

Cardiac Sonography

Korbel Ballroom 4

Ob/Gyn Sonography

Korbel Ballroom 1

Vascular Sonography

Room 401

Breakfast

*A continental breakfast will be
available at 6:45 am outside
the classrooms.*

Lunch

11:30 am – 1:30 pm

(On your own)

Awards Dinner

6:30 pm – 7:30 pm

Hyatt Regency Capital Ballroom

Monster Mash

8:00 pm – 10:00 pm

Hyatt Regency Capital Ballroom

Daily Tips

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

Depend on the *Daily Summit*

Start each day by picking up a copy of the Annual Conference newsletter, the *Daily Summit*, at the SDMS Registration Desk. The *Daily Summit* 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, the Exhibit Hall, and all other Conference events. If you sent in your RSVP for the Awards Dinner and/or the Monster Mash 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. / Criticare Systems, Inc.**



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 SDMS 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 SDMS 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 in the SDMS Registration Area.

Download Data at the Cyber Café – sponsored by the SDMS Foundation

Pay a visit to either of the two SDMS Cyber Cafés – inside the Exhibit Hall at the SDMS Pavilion or near the SDMS Registration Desk. 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 the white portion of 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.

Downtown Dining

Don't know where to go for lunch? Visit the Information Desk in the Convention Center for recommendations of nearby restaurants.

Deliver Your Opinions Online!

SDMS Annual Conference evaluations are online this year. We will send you an email after the conference is over with a link to the online evaluation. Your opinions and suggestions help us make the SDMS Annual Conference a great experience!

Highlights From Last Night's Exhibit Hall Grand Opening

Even if you missed last night's event, there's still plenty of time to check out the latest technologies, the newest products, and a grand prize opportunity!



Grand Prize Opportunity

Your 2010 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 participating booths highlighted on the map to have them stamp their square. Then, simply fill out your personal information and drop it off at ARDMS's booth (#418) to be entered in the grand prize* drawing for a 4 day, 3 night stay at a 5 star hotel, 2 round trip airline tickets, and transfers in a destination of your choice: New York, Las Vegas, or Walt Disney World.

But you **must** be present at the drawing in the Exhibit Hall Saturday afternoon during the final refreshment break to claim your prize.

** Must be a 3-day conference or student registrant to win. Exhibitors and faculty are not eligible to win.*

Thank You

GE Healthcare

Heritage Medical Products

Parker Laboratories

Philips Healthcare

Sound Ergonomics

for supplying the equipment, beds and gel for the Thursday pre-conference tutorials.

SOCIETY OF DIAGNOSTIC MEDICAL SONOGRAPHY
FOUNDATION

Spin & WIN!

Bring your Prospect Card to the SDMS Pavilion and give the SDMS Foundation prize wheel a spin! You could win a fun prize instantly or be entered in a drawing for a \$100 gift card, an iPod Touch (valued at \$200), or an iPad (valued at \$500)!



An alternative
view on
Sonography
certification

JOIN US FOR THE
Monster Mash
(IF YOU DARE)

Tonight!
8 pm – 10 pm

Prizes for
the best
costume!

Hyatt Regency Hotel Capitol Ballroom

Peace of Mind...

...with Long Term Care Insurance from LTC Global



Affinity Marketing Division



Come see us at
the SDMS Pavilion

For further information on this special, discounted program
for the Society of Diagnostic Medical Sonography members and family,
please call (888) 305-4LTC (4582)