

2011 SDMS ANNUAL CONFERENCE

# DAILY PEACH

Friday, September 23, 2011



## Congratulations to the 2011 SDMS Fellows!



**Anne Jones,**  
BS, RN, RDMS,  
RVT, FSDMS,  
FSVU



**Carol Mitchell,**  
PhD, RT(R),  
RDMS, RDCS,  
RVT, FSDMS

Fellow designation is the highest honor the Society can bestow on a member. A SDMS Fellow exhibits professional qualities and attributes by contributing to the advancement of sonography and by sustained contribution to the SDMS.

The 2011 inductees will be honored at tonight's Awards Dinner at the Georgia Aquarium.

**Please note:** Pre-registration is required to attend the Awards Dinner. Be sure to bring your name badge showing the Awards Dinner icon.



*Pictured left to right: Ashley Pilgrim, Leif Penrose (Director), Tiffany Elrod, Janoah Hill, April Walker, and Kathy Inman.*

## A HUGE Thank You to our Student Volunteers!

The SDMS would like to thank the volunteers who helped insert all the conference materials into the SDMS Annual Conference tote bags on Wednesday morning. They are here at the conference representing the Diagnostic Medical Sonography, Vascular Technology, and Echocardiography programs at Georgia Northwestern Technical College. Thanks for all of your help!

**One lucky attendee at the SDMS President's address will receive a complimentary 2012 SDMS Annual Conference registration!**  
**Be there at 7:45 am this morning in Centennial III & IV for your chance to win!**

**Conference Hotel**  
Hyatt Regency Atlanta  
Phone: 888-421-1442

**SDMS Registration Desk Hours**  
**Friday, September 23**  
7:00 am – 5:00 pm  
**Saturday, September 24**  
7:30 am – 5:30 pm  
**Sunday, September 25**  
7:30 am – 12:30 pm

**Exhibit Hall Hours**  
**Friday, September 23**  
9:00 am - 4:00 pm  
(Closed from 11:30 am - 12:30 pm)  
*Networking Breaks*  
9:50 am - 10:40 am  
2:50 pm - 3:40 pm  
**Saturday, September 24**  
9:00 am - 4:00 pm  
(Closed from 12:00 pm - 1:00 pm)  
*Networking Breaks*  
9:50 am - 10:20 am  
3:30 pm - 4:10 pm

**NEW EXHIBITOR!**

**CURE: Center for Ultrasound Research and Education**

**Visit them at booth #100 in the SDMS Exhibit Hall.**

# DAILY DETAILS

## Events at a Glance

**Friday, Sept. 23**

### Plenary Sessions

*Centennial III & IV*

### President's Welcome and Keynote Address

**7:45 am – 8:50 am**

### McLaughlin Memorial Lecture

**9:00 am – 9:50 am**

### Bioeffects

**10:40 am – 11:30 am**

### Specialty Tracks

**1:00 pm – 4:30 pm**

### Abdominal Sonography

*Centennial I*

### Cardiac Sonography

*Centennial II*

### Ob/Gyn Sonography

*Centennial III*

### Vascular Sonography

*Centennial IV*

### Breakfast

*A continental breakfast will be available to attendees at 7:00 am outside the classrooms.*

### Lunch

**11:30 am – 1:00 pm**  
*(On your own)*

### Awards Dinner

*at the Georgia Aquarium*

**5:00 pm – 9:00 pm**

# SDMS Foundation Drawing

Some amazing prizes were given away last night at the Exhibit Hall Grand Opening! Is today *your* lucky day? Complete the entry form on page 16 of your 2011 SDMS Annual Conference Program & Exhibit Guide and drop it off at the SDMS Foundation Booth for a chance to win!

The next drawing will be held during today's two networking breaks in the Exhibit Hall.

*You do not need to be present to win.*



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(3) \$100  
Gift Cards  
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**SEAC, Inc.**



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Support Cushions  
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(2) \$100  
Gift Cards  
donated by



\$100 Gift Card  
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## Today's Daily Tips

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

### Depend on the *Daily Peach*

Start each day by picking up a copy of the Annual Conference newsletter, the *Daily Peach*, at the SDMS Registration Desk. The *Daily Peach* 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 Thursday tutorials, educational courses, the Exhibit Hall, and all other Conference events. If you sent in your RSVP for the Awards Dinner and/or the SDMS House of Rock Party, your badge will also admit you to these special events. Insert your badge into your handy SDMS Annual Conference Badge Holder.

### 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.

### Download Data at the Cyber Café – sponsored by CIVCO Medical Solutions

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.

### 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!

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# SDMS HOUSE OF ROCK PARTY



**THE TABERNALE**  
ATLANTA, GEORGIA

Saturday, September 24, 2011 8:00 pm - 11:00 pm

Come dressed as your favorite music icon.  
**Don't forget your costume!**

## Lunch & Learn with the Registries!



ARDMS®

**American Registry of Diagnostic  
Medical Sonography (ARDMS) Item  
Writing Luncheon Meeting**

Friday, September 23

11:40 am – 12:50 pm

*Hanover C and D*

*\*Pre-registration is required. For availability please  
see the ARDMS in the Exhibit Hall in booth #348.*



**ARRT: Qualified Confidence  
with a Single Certification Exam  
Luncheon Meeting**

Saturday, September 24

12:20 pm – 1:30 pm

*Hanover E and F*

*\*Pre-registration is required. For availability please  
see the ARRT in the exhibit hall in booth #418.  
This session is for students and educators only.*



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**ARRT • Booth 418/420**

# Don't Forget to Collect Your Prospect Card Stamps in the Exhibit Hall

You could win an exciting getaway for two in the **GRAND PRIZE** drawing!



Your 2011 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 (#348) to be entered in the grand prize\* drawing for a trip for two to an exciting getaway including airfare, hotel and transfers. But you **must** be present at the drawing in the Exhibit Hall Saturday afternoon during the final refreshment break to claim your prize.

Grand Prize sponsored by



## ARDMS®

\* Must be a 3-day conference registrant to win. Faculty are not eligible to win.

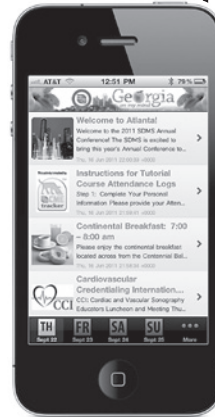
## Celebrate Sonography!

October is Medical Ultrasound Awareness Month. Check out the 2011 products at the SDMS Pavilion in the exhibit hall!

This year marks 20 years of SDMS promoting sonography awareness. Make a \$20 donation to the SDMS Foundation and you can choose a promotional item from a previous year! (*While supplies last.*)

## There's an App for This!

Everything you need to know at the conference is at your fingertips! See the flyer in your registration packet for more information.



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**Registered Vascular Specialist**

*For professionals working in the area of vascular technology (vascular ultrasound)*

**RCCS**  
**Registered Congenital Cardiac Sonographer**

*For professionals working in the areas of pediatric and adult congenital cardiac ultrasound*

**RPhS**  
**Registered Phlebology Sonographer**

*For professionals working in the area of phlebology ultrasound or treatment of venous diseases*

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1 - Committee to reduce infection deaths. [http://www.hospitalinfection.org/cost\\_of\\_infection.shtml](http://www.hospitalinfection.org/cost_of_infection.shtml)

2 - Rutala, William, Ph.D, M.P.H.; Weber, David, M.D., M.P.H. "Cost and Cost Benefit of Infection Control." Hospital Epidemiology UNC Health Care System. December 2005, p.3.