

SDMS News Wave is published to inform SDMS members of meetings, events and policies as well as trends and issues in the sonography profession. Comments, questions or concerns about the articles appearing in SDMS News Wave, should be directed to newswave@sdms.org.

SDMS Asks Its Newly Elected Volunteers What They Think



In October, the newly elected volunteers will officially take office for the next two years. We asked these volunteers two questions. What goals would you like to accomplish during your term and what do you think the future of sonography will be?

Before we explore what they had to say, let's learn a little more about the SDMS Board of Directors and Committees.

The SDMS Board of Directors and Committee Chairs provide leadership and direction for the Society's activities and Strategic Plan. The elected volunteers are responsible for ensuring the SDMS members' voice is heard.

SDMS members work in a variety of different settings including hospitals, doctor's offices, mobile units, etc. It is important that the volunteers nominated and ultimately elected to serve on the SDMS Board of Directors and

as Committee Chairs are representative of those settings. The SDMS Bylaws state it is the responsibility of the Nominating Committee to submit a comprehensive list of qualified candidates to the membership at large for each election. The President-Elect serves as the Nominating Committee Chair and all other positions are elected by the membership at large.

"The Nominating Committee shall make every effort to ensure that the composition of the Board is balanced with regard to the interests, specialties and geographic distribution of the membership."

- SDMS Bylaws

The **Nominating Committee** is a standing committee meaning the committee will always exist within the organizational structure.

Another standing committee is the **Finance Committee**, which is chaired by the SDMS Treasurer. The members of the committee include the SMS President-Elect, Vice President and three elected members from the membership at large that do not currently hold any other elected position. The Finance Committee is responsible

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SDMS Online Store GRAND OPENING! Free Standard Shipping!

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for advising the Board of Directors regarding SDMS monies. They also propose the Society's annual budget and financial policies to the Board for approval. The committee is expected to formulate recommendations that are sent to the Board for a final decision.

The last of the standing committees are the Bylaws, Ethics, and Membership Committees. The SDMS President is authorized by the SDMS Bylaws to appoint committee chairs and members. However, the Nominating and Finance Committee members are elected by the membership at large.

Policy recommendations can be initiated by committees but policy decisions are made by the Board. SDMS committees serve as a valuable resource to the Board. They serve as sounding boards and help consider competing opinions. The Society's success is based on a strong link between committees and the board of directors. Service on SDMS committees is a learning experience that leads to future SDMS leadership roles.

The **Board of Director** members serve two-year terms. The volunteer terms are staggered to ensure a historical perspective is maintained. The Board meets face to face at least two times a year (once in the Fall and Spring) and holds several meetings via conference call throughout the year. All officer positions on the Board must be an Active member in good standing. Certain positions even require the member to have had previous service on the Board of Directors. In addition to their Board duties, each position serves as a liaison to a SDMS committee or external organization.

The Society maintains relationships with medical and allied health care providers, government, third-party payers, scientific and research groups, and other organizations important to the sonography profession. Our liaison program facilitates communication of information and strengthens the role of SDMS in the delivery of high quality Diagnostic Medical Sonography.

SDMS Liaison Program Objectives

- Maintain a leadership role in sonography policy development and implementation.
- Initiate, maintain, and strengthen cooperative relationships.
- Communicate essential sonography information to appropriate organizations.
- Strengthen the coordination of activities within each specialty of sonography.
- Increase the visibility of sonography in the medical profession.
- Increase the knowledge, understanding, and expertise of SDMS leaders and members.

The SDMS membership at large relies on the Society's leadership to LEAD them into the future. Let's find out how SDMS's newest leaders plan to lead the Society into the future.



Joy Guthrie, DHSc, RDMS, RDCS, RVT, RCS, RVS, ROUB
President Elect

What goals would you like to accomplish during your term?

I would like to see federally mandated sonographer certification. This will present the greatest opportunity of success for collaborative

efforts of all sonography related professional societies. Additionally, focused advocacy efforts from our Government Relations Committee, lobbyists, sonographer members, and SDMS staff will need to be employed. An expansion of the role and scope of the SDMS Political Action Committee will help to push our legislative agenda. I would also like to play an active role in the new SDMS Foundation to help sonographers meet their professional goals through scholarships and grants.

What do you think the future of sonography will be?

I believe we are at a pivotal point in answering that question. The key is to have all sonographers at the same base level and when that happens then other milestones can be accomplished. For example, if the base is sonographer certification, then more colleges will adopt bachelor and master programs and an advanced practice curriculum. The size and cost of sonography equipment is shrinking. If we are unable to secure federally mandated certification, it is entirely possible to envision almost anyone purchasing these units and using it as an imaging stethoscope. Although the technology is fascinating, every effort should be made to ensure that the person holding the transducer has met a national credentialing standard. This will protect our profession, as we know it.



Marsha M. Neumyer, BS, RVT, FSDMS, FSVU, FAIUM
Vice President

What goals would you like to accomplish during your term?

There are two primary goals that I would like to accomplish during my term. The first is to achieve

mandatory certification of sonographers. I believe that this will promote increased quality of sonographic examinations, professionalism of our field, and standardization of examinations. The second goal is establishment of a career ladder that would be based on education, experience, clinical knowledge, technical capability, and communication and leadership skills. A recognized career ladder would enhance the attractiveness of sonography as a profession, increase the quality of patient care, and improve efficiency of sonography services in many practices.

What do you think the future of sonography will be?

As a noninvasive, cost-effective tool that can be used in almost any setting, I believe that sonography will continue to play a valued role in the diagnosis and treatment of multiple disorders. The use of compact ultrasound systems is likely to increase with miniaturization taking the diagnostic capabilities far from the traditional hospital/office setting. The role of the sonographer is also likely to expand from dedicated hands-on to image management responsibilities. With this enhanced role, the sonographers of tomorrow will be well educated with a strong knowledge base in anatomy, pathophysiology, clinical diagnosis, mathematics, physical principles and instrumentation.



**Sheryl E. Goss, MS, RT(R),
RDMS, RDCS, RVT**
Secretary

What goals would you like to accomplish during your term?

During my term, I would like to see a national mandate for sonographer credentialing and lab accreditation. Sonography is the most

operator dependent modality; therefore, standards for performance of quality medical examinations are critical. In addition, I would like to work towards promoting minimum educational standards for entry-level sonographers as well as developing advanced level of practice opportunities. Sonography is the most cost effective diagnostic imaging modality and as sonographers, we must demonstrate its full diagnostic value through quality education and accuracy in performance of examinations.

What do you think the future of sonography will be?

Sonography has changed dramatically over the past thirty years, so I am really excited to see what the future brings. My hope is to see three-dimensional sonography gain recognition for its diagnostic value,

elastography to help differentiate benign versus malignant lesions decreasing the number of invasive biopsies, and increase use of musculoskeletal sonography. I think sonography has a very bright future because of the dedication and passion exhibited by so many sonographers that I encounter.



**Kathryn Kuntz, MEd, RT(R),
RDMS, RVT, FSDMS**
Treasurer

What goals would you like to accomplish during your term?

As Treasurer, my goal is to work closely with the SDMS staff to responsibly guide the organization through the economic challenges that we

all face; SDMS included. It is important to me that the Society continues to offer high quality membership services, and do so with fiscal responsibility.

What do you think the future of sonography will be?

In short, I think that sonographers are the future. While it is true that advances in technology, automation and regulation will continue to emerge, the human factor will, and should, always be the guidepost when we think about the future of our profession.



Joyce A. Grube, MS, RDMS
At-Large Director

What goals would you like to accomplish during your term?

My goals include continuing to support development of the Clinical Sonography Specialist (CSS), increase support of accredited sonography programs through recruitment

and scholarships, continued support for MSI research, continue to build alliances with physician and other allied health groups, take a more active role in encouraging credentialing, encourage more sonographers to publish in the Journal of Diagnostic Medical Sonography (JDMS), increase membership, and continue to provide a well-balanced Annual Conference for all sonographers.

What do you think the future of sonography will be?

I hope the SDMS considers the same issues facing the sonography profession to be the most critical for the society. The SDMS should continue to actively support accredited sonography programs and other agencies

(CAAHEP, JRC-DMS, and ARDMS) in promoting high quality educational standards. The SDMS should continue encouraging sonography equipment manufacturers to improve design, which will continue to reduce stress related injury in the work place.



Mani Montazemi, RDMS
At-Large Director

What goals would you like to accomplish during your term?

I would like to continue represent the members' needs honestly, voice their concerns strongly and remain an active advocate of our profession.

As your representative, I will

remain fully committed to the passage of the CARE bill, closely monitor other legislative and regulatory issues that can potentially affect our profession at the state and national level, and increase the recognition of sonography within medical communities, insurers and policymakers. I plan to continue to promote the concept of Advanced Practice by exploring ways to create the "Ultrasound Practitioner" position and establish its importance by demonstrating how it can have a positive impact on the health care environment of today and well into the future. I feel this will continue to raise the quality of the sonography profession.

What do you think the future of sonography will be?

I think the future of sonography will include standardizing sonography practices nationally to increase the quality of patient care, which includes qualification requirements and credentialing as well as state licensure or national certification. To accomplish this, we will need to educate hospital administration, medical, commercial and insurance communities as well as prepare the next generation of sonographers for the future and what it holds.



Jill D. Trotter, BS, RT(R), RDMS, RVT
At-Large Director

What goals would you like to accomplish during your term?

The number one priority for me as a newly elected At-Large Director is to remain focused on the legislative decisions being made which will impact

healthcare, especially sonography. I believe that SDMS has a critical responsibility to gain professional

recognition for our members and constituents, which will affect reimbursement positively. In the process of doing so, I desire to use those same opportunities to educate the public about sonography. Throughout my second term of service, I also want to identify new benefits to offer our members and avenues of service for those wanting to give back to the profession.

What do you think the future of sonography will be?

With the current state of possible healthcare reform, a prediction is near impossible. However, the Board of Directors has a finger on the pulse of legislation and is proactive in assuring sonography is represented appropriately in the process. I predict that sonography will eventually earn the respect of the medical and governmental communities and the education/credentialing requirement for sonographers will be standard for reimbursement purposes, but this will require active lobbying. State regulated licensure is not ideal for a national standardization of practices, but the Board of Directors and the Government Relations Committee remain diligent as legislation is considered.



Doug Jones, BA, RDMS, RDCS, RVT, RCT
Finance Committee

What goals would you like to accomplish during your term?

My goal as a new member of the Finance Committee is keep the SDMS in solid financial condition and to make sure

that we spend our members' dollars wisely.

What do you think the future of sonography will be?

In spite of the turbulent times that we are in economically and the potential for meaningful healthcare reform, I believe the future of sonography will be bright. We will all need to adapt to changes in technology and in the delivery of healthcare, but our real job will be to continue taking exceptional care of our patients.



Maureen McDaniel, MEd, RDMS, RDCS, RVT
Finance Committee

What goals would you like to accomplish during your term?

As a member of the finance committee, I'd like to see the continuation of responsible spending. It would be great

to see more vendors at the annual conference as the economy recovers. This income allows for more speakers and an overall better meeting. I'd also like to see a smooth transition in the support of the newly developed SDMS Foundation so more money is available for grants, etc.

What do you think the future of sonography will be?

It looks like one big change is sonographer licensure being implemented by some states. I expect this movement to gain momentum as more and more states face budget deficits. I would like the SDMS to take a leadership role in recommendations to states as needed to ensure that sonographers may move from state to state easily as long as they have passed a national registry exam.



Phillip J. Bendick, PhD, RVT
Nominating Committee

What goals would you like to accomplish during your term?

Finding and maintaining the high quality of SDMS leadership that the organization has had over the years begins with the nomination of the

best persons available for open positions. The Nominating Committee will need to look throughout the organization over the coming years to find those people best suited to the tasks of promoting this professional organization for the betterment of sonographers and sonography, increasing public awareness of the profession and its contributions to health care, and developing even stronger sonographer-physician relationships in the effective, efficient delivery of health care.

What do you think the future of sonography will be?

Sonography has the potential for a bright strong future as a diagnostic imaging modality, as well as an expanding role in guidance for diagnostic and therapeutic interventions. It has the advantages of world-wide availability, rapid technologic development, safety, and economic imaging; it has none of the disadvantages of radiation exposure, high capital and operating expenses, and contrast toxicity. To realize this potential – sonographers must be dedicated health care professionals in all senses of the word and continue to strive to be the best that they can be.



Wendy Barnhardt, RDMS, RDCS

Nominating Committee

What goals would you like to accomplish during your term?

As a member of the Nominating Committee, I will make every effort to recruit candidates who are willing and able to support

this organization with a variety of skill sets. With over 20 years in the profession, I have developed many professional relationships and will use my networking skills to find qualified people to fill vacancies at the SDMS. I would like to see the organization grow in membership and meeting attendance because I feel that participation in professional organizations is very important to sonographers and will help to improve the quality of care offered by professionals. I also feel that the SDMS offers a great deal of information and material to educational institutions and I would like to see that continue and grow.

What do you think the future of sonography will be?

The growing number of sonographers retiring from or leaving the field of sonography will be a very important issue in the next few years. The adequate education and training of new sonographers in this field is of utmost importance. Unknown factors of healthcare reform in the Obama administration will have an effect on the entire healthcare community. Also there is a decreasing number of members and participants in state and national meetings due to the status of the current economy. Changes in laws governing the equipment and drug vendors that sponsor our organizations will certainly have an effect on meetings especially funding for those meetings. Finally, passing of the CARE bill continues to be a very important issue in diagnostic imaging.



Catherine E. Rienzo, MS, RT(R), RDMS

Nominating Committee

What goals would you like to accomplish during your term?

I look forward to working with my fellow committee members to accomplish our principle goal of selecting a qualified slate of candidates for the

SDMS's annual election of officers. I hope to become

familiar with the policies and guidelines that govern the recruitment and nomination process. It will be important to analyze the current board's skills and anticipate the future needs of the society.

What do you think the future of sonography will be?

In this dynamic field, we are always witnessing changes in our profession. The future of sonography will likely include additional states looking to pass licensure bills for sonographers. The New Mexico and Oregon legislation represents a significant first step towards ensuring quality patient care and safety in sonography through mandating a minimum standard of education and training for sonographers. New technological advances will again alter how we perform our studies on our patients.



Limited SDMS Office Hours October 12 – October 18, 2009

During the SDMS Annual Conference, the SDMS Office will be working at limited capacity. The Education & Meetings Department and Membership Department will be staffing the SDMS Annual Conference during this time.

Take advantage of the new SDMS Online Store to place your order now. You receive FREE standard shipping in the month of October.

The SDMS Office will return to full capacity on Tuesday, October 20, 2009. SDMS staff will be standing by ready and willing to help.

SDMS Member Benefit Spotlight Free Online Continuing Medical Education (CME) Credits

SDMS members have access to over 70 FREE CME's online and can receive their results and CME certificate instantly! The *SDMS Member Only* website offers JDMS post-tests, live and recorded webinars, and recorded SDMS Annual Conference presentations. All of course, offer SDMS CME's.

Each issue of the *Journal of Diagnostic Medical Sonography* (JDMS) contains at least one CME article and test. Members read the article and then take the CME test online free. JDMS articles are approved for a three-year period so if you miss an issue, you can go online to read the article and take the test.

SDMS started offering the *SDMS Webinar Series* at the end of 2008 and has had over 5750 participants to date. The series consists of live and recorded CME presentations delivered via webinar to SDMS members. You can conveniently watch the presentations from your home or work computer. Each presentation is delivered by world-renown sonographers and features a variety of topics.

Another way SDMS provides you with free CME is through viewing past recorded Annual Conference presentations. You can view online presentations and obtain one CME credit for each presentation. These presentations and tests are only available online. Examples of available presentations are *The Profession's Identity* by Terry DuBose, MS, RDMS, FSDMS, FAIUM and *Sonography of Inflammatory Conditions* by Cindy Rapp, BS, RDMS, RDCS, FSDMS, FAIUM.

Once you have successfully completed your CME test, we will automatically store your successful completed CME credit in the *SDMS CME Tracker*. Your SDMS CME credits are automatically recorded and reported daily to American Registry for Diagnostic Medical Sonography (ARDMS). In addition, SDMS members have access to their personalized transcript online at <http://www.sdms.org/members/default.asp>.

Note: SDMS members do not need to register for participation in the CME Tracker program (but you must provide your ARDMS registry number).

SDMS Store *Grand Opening!*



www.sdms.org/store

SDMS members and non-members are now able to shop for SDMS products online. Shop our new online store by going to www.sdms.org/store, or by clicking on the "Products" link on our homepage.

Browse through CME and exam review materials, sonography pride items, and Medical Ultrasound Awareness Month promotional products, and then place an order right from your computer! Plus, SDMS members receive a discount on all items.

As a special GRAND OPENING offer, all orders placed online in October will receive **FREE standard shipping!** Just enter the promotional code **FREESHIP** during checkout.

So what are you waiting for? START SHOPPING!



Upcoming SDMS Webinars

Participate in live presentations or watch the recordings at your convenience. Then take the test for instant CME credit, **absolutely free** for SDMS members.

The SDMS Webinar Series is a series of live or recorded CME presentations delivered via the Internet to SDMS members conveniently to their home or work computer. Using your computer and a phone, you have access to exciting information presented by world-class sonographers.

The SDMS Webinar Series is available FREE to current SDMS members.

If you are unable to participate in these live webinars, visit <http://www.sdms.org/members/webinars.asp> for information on viewing a recording of the webinar.

Registration: The SDMS Webinar Series is FREE to current SDMS members and is not available to non-members (For information on joining SDMS, visit <http://www.sdms.org/membership/>)



All SDMS Webinars are tracked by *SDMS CME Tracker*.

Sonographers, There's Finally A Solution for Neck and Shoulder Pain!

Date: Thursday, November 5, 2009

Time: 8:00 pm (Eastern); 7:00 pm (Central); 6:00 pm (Mountain); 5:00 pm (Pacific)

CME Credits: 1.0 SDMS CME Credit (OT)

FEATURED SPEAKERS:

Joan Baker, MSR, RDMS, RDCS, FSDMS and
Carolyn Coffin, MPH, RT(R), RDMS, RVT, RDCS, FSDMS

Neurosonography

Date: Thursday, December 10, 2009

Time: 8:00 pm (Eastern); 7:00 pm (Central); 6:00 pm (Mountain); 5:00 pm (Pacific)

CME Credits: 1.0 SDMS CME Credit (NE)

FEATURED SPEAKER:

Charlotte Henningsen, MS, RT, RDMS, RVT, FSDMS

<http://www.sdms.org/members/webinars.asp>

Technology Corner



The Apple® iPhone® and iPod Touch have become very popular as personal digital assistants (PDA) and several sonography applications and podcasts are available to those using the platform. Podcasts can also be viewed/listen to using Apple® iTunes on a personal computer (both PC/Mac) or on most Apple® iPods®. The brief

description of the applications below were provided by the application's publisher. Please visit the publisher's website for more information.

Sonography iPhone® Applications

Diagnostic Ultrasound Video Clips (\$5.99 - \$16.99)

Shujunsha Co, Ltd

www.shujunsha.co.jp/iphone.html

- Diagnostic Ultrasound Video Clips #1: Normal Heart (\$5.99)
- Diagnostic Ultrasound Video Clips #3: Acquired Heart Disease (\$16.99)
- Diagnostic Ultrasound Video Clips #3: Congenital Heart Disease (\$8.99)
- Diagnostic Ultrasound Video Clips #4: Carotid Vessels (\$8.99)

The "Diagnostic Ultrasound Video Clips" series is a collection of motion videos helpful to those involved in health care and medical examination. Each case is introduced with a number of videos, presenting scanning regions and cross sectional images of different plane, so that you can easily grasp the structures in three-dimensions and develop your intuitive power which is indispensable for ultrasound diagnosis.

OsiriX Team (\$19.99)

OsiriX

www.osirixviewer.com

OsiriX is a companion application to OsiriX for Mac which is an interactive visualization program designed

for display and analysis of medical images. The iPhone version allows downloading and manipulating series of images directly on the iPhone. OsiriX on iPhone is a fully DICOM-compliant listener that can receive images from any DICOM imaging device through WiFi network. Works best with OsiriX 3.3.1 desktop software (available free for Mac only).

SonoAccess (FREE)

SonoSite

www.sonosite.com/products/sonoaccess/

SonoAccess application is the first interactive mobile learning application from an ultrasound company available on the iPhone and iPod touch mobile digital devices. At the tap of a finger, a portable, on-demand library of high quality clinical and system instructional videos, case studies, clinical imaging gallery and reference guides on point-of-care ultrasound applications is available to any medical professional or student. Within the SonoAccess application, you can customize your user profile to generate a recommended list of videos, and share any document or video with a colleague or friend.

The Wheel SP (\$1.99)

eNATAL LLC

www.enatal.com/TheWheelSP.htm

The Wheel SP (for 'SPinner') is a gestational age calculator (also know as a pregnancy wheel). The Wheel SP accurately determines the estimated delivery date (EDD), or due date, of a pregnancy based on the first day of a woman's last menstrual period (LMP), or from the date of conception, or from a known gestational age (GA) on a know date, e.g., from an ultrasound measurement, or from fetal biometry. The Wheel SP estimates fetal weight and displays the number of days completed and remaining.

Sonography Podcasts

Society of Diagnostic Medical Sonography (SDMS)

- Diagnostic Medical Sonography: A SOUND Career Decision (FREE)

American College of Emergency Physicians (ACEP)

- Focus On: Ultrasound Imaging in the First Trimester Pregnancy (FREE)

- Focus On: Ultrasound Detection of Traumatic Anterior Pneumothorax (FREE)
- Focus On: Emergency Ultrasound for Deep Vein Thrombosis (FREE)
- Focus On: How to Set Up an Ultrasound Presence in Your ED (FREE)
- Focus On: Ultrasound-Guided Central Venous Access of the Internal Jugular Vein (FREE)
- Focus On: Ultrasound-Guided Lumbar Puncture
- Focus On: EFAST - Extended Focused Assessment With Sonography for Trauma (FREE)

CMEDownload Podcast, Hippocampus Technology

- EMLive Episode Number 13 - Other Uses for Ultrasound (FREE)

Emergency Medicine Lecture Series: Albany Medical Center

- Emergency Ultrasound (FREE)
- Monthly Ultrasound Conference (FREE)

USC Medical Student Symposium

- Ultrasound Review (FREE)

SonoSite

- The Case for Ultrasound in Critical Care (FREE)
- Ultrasound in the Emergency Department (FREE)
- Using Ultrasound in a Breast Surgery Practice (FREE)
- A Good Amount of Art: Part 1 (FREE)
- A Good Amount of Art: Part 2 (FREE)
- A Good Amount of Art: Part 3 (FREE)

Engineering Innovation from the National Academy of Engineering

- Ultrasound Mammogram (FREE)

Stanford Kaiser Emergency Medicine Grand Rounds

- Dr. Crandall; ENT Ultrasound Emergency (FREE)

American Society of Radiologic Technologists

- Ultrasound Physics 101-Snipet (FREE)

Therapeutic Modalities (Chapman University)

- Pulsed US and Tissue Healing (FREE)
- Pulsed Ultrasound and Pain (FREE)
- Ultrasound podcast (FREE)

Disclaimer: The list of Apple iPhone applications/podcasts is provided "as is" and SDMS makes no representations as to the accuracy of the content or information presented. SDMS does not endorse Apple® products nor the applications/podcasts listed and provides the list solely for the convenience of SDMS members.

It's Not Too Late to Make Your Way to Music City!

Walk-ins Welcomed at the 2009 SDMS Annual Conference



In just two weeks, conference attendees, SDMS board of directors and staff will make their way to Nashville, Tennessee for the 2009 SDMS Annual Conference at the Gaylord Opryland Resort and Convention Center.

There's still time for you to make your way to Music City too. SDMS is accepting walk-ins at the conference.

So if you are in need of CME credits, looking for a new ultrasound machine or just want an opportunity to network with your colleagues, join us in Nashville. We'll be waiting for you.

The 2009 SDMS Annual Conference offers a total 23 possible continuing medical education (CME) credits. SDMS CME credits are accepted by the following registries: ARDMS, ARRT, CCI, and CARDUP.



We Can't Do It Without YOU!

2009 SDMS/SDMS Foundation Medal Level Supporters

The Society of Diagnostic Medical Sonography and SDMS Foundation wish to extend their deepest appreciation and "thank you" to all the organizations that generously support the Society and its members, the SDMS Foundation and the profession. Sponsorship opportunities, grants, and advertising are vital to the Society's provision of resources and services as well as the SDMS Foundation's sonographer and student programs.

The following supporters contributed to SDMS and the SDMS Foundation throughout the past year.



Platinum Supporter Level (\$30,000 or more)

Lantheus Medical Imaging, Inc.
Medison America, Inc.
Unetixs Vascular Inc.



Gold Supporter Level (\$20,000 - \$29,999)

American Registry for Diagnostic Medical Sonography (ARDMS)
GE Healthcare
Parker Laboratories, Inc.
Philips Healthcare
Sonotech, Inc.



Silver Supporter Level (\$10,000 - \$19,999)

Biodex Medical Systems
Biosound Esaote, Inc.
CIVCO Medical Solutions
Davies Publishing, Inc.
ESP Ultrasound, Inc.
Florida Hospital College of Health Sciences
Heritage Medical Products, Inc.
Parks Medical Electronics, Inc.
Siemens Medical Solutions USA, Inc.



Bronze Supporter Level (\$5,000 - \$9,999)

The Burwin Institute of Diagnostic Medical Ultrasound
Cardiovascular Credentialing International (CCI)
Toshiba America Medical Systems, Inc.

Thank You

to the

2009 SDMS Annual Conference Sponsors

Thank you to the 2009 Annual Conference Sponsors —your support helps make the SDMS Annual Conference possible each year!

This year's Annual Conference Sponsors are:



Celebrate Sonography!

October 2009

Every October, SDMS and other sonography organizations join together to promote *Medical Ultrasound Awareness Month* to increase the public's knowledge about sonography. Let everyone know that sonography is "the sound of healthcare" in your workplace and community with these exciting new products!

T-shirt

This year's slogan, *Sonography - the sound of healthcare*, is silk-screened on a preshrunk, 100% cotton, short-sleeved, steel blue t-shirt. Available in sizes S to XXL.

Item #: 4731

\$15 SDMS members \$20 Non-members

Poster

Display this 17" x 22" poster to brighten your office or waiting room!

Item #: 4729

\$4 SDMS members

\$6 Non-members

Tote Bag

This handy canvas tote bag is great for work, shopping, and of course, promoting sonography awareness. It is constructed of sturdy "natural color" cotton canvas.

Item #: 4732

\$10 SDMS members

\$13.50 Non-members

Pen-on-a-rope

This handy pen features a thumb-slide retractable tip and a breakaway neck cord for safety. Pull out the top to reveal the "sticky note" flags!

Item #: 4728

\$2.50 SDMS members

\$3.50 Non-members

Mug

This white coffee mug is "green" at heart! It is constructed of renewable, recyclable 100% USA corn plastic.*

Item #: 4727

\$9.00 SDMS members

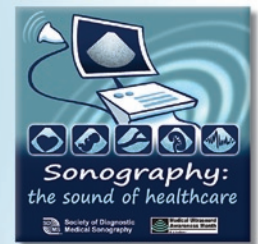
\$13.50 Non-members

Buttons

Spread the word by giving one to coworkers, patients, and media contacts.

Item #: 4725

\$1.50 SDMS members \$2.50 Non-members



* Mug should be hand washed to protect its glossy finish. This year's corn plastic mug is 100% recyclable and biodegradable!

ONLINE
Ordering is easy!

Order now at the NEW SDMS Online Store at www.sdms.org/store.

You receive FREE standard shipping during the month of October!



SDMS Fellow Spotlight

This is a continuing series of interviews of our distinguished SDMS Fellow members.



**Charlotte Brookshire-Quinn,
CRT, RDMS, FSDMS**

Year awarded fellow status:
1998

Current position:
Owner, CEO of Sonography
Consultants of Tennessee

What inspired you to start your career in sonography?

There were many influencing factors, none of which gave me a very auspicious beginning. In 1975, our newly appointed Chief Radiologist, Dr. Henry Blount, Jr., came from Des Moines, Iowa, and brought with him an unheard of (at least in our area of the country) imaging modality called ultrasound. Employed as a Certified Radiologic Technologist on the second/third shifts, I was required to have a minimal knowledge of all procedures performed in the radiology department. Given an operator's manual, 48 hours to review this material and two additional work hours during a one-week time frame, I observed the procedures/machinery operation. It was deemed non-feasible to utilize already over-burdened nightshift personnel to learn the machinery/anatomy landmarks for such a new technology that we would probably not use during the course of our work shift. In July 1976, I transferred to the day shift in the main radiology department. Part of my work responsibilities included a rotation in the ultrasound section as it was determined that I had a background (!) in this modality. This was the prevalent mindset at that time. No one counted on the fact that as my experience/knowledge grew, my love and respect for ultrasound exploded, and I wanted to work strictly in that field! In September 1977, I joined the American Society of Ultrasound Technical Specialists (ASUTS) to receive its journal, *Medical Ultrasound*, and purchase its guidelines manual. By 1978, I was working fulltime in the ultrasound section and the rest, as they say, is history. I contributed to the development of a department only producing four patient cases per day into a

department performing more than 1,000 cases per month when I left employment at the facility.

Did you have a memorable role model/teacher? Who was it?

I am truly blessed so many wonderful, accomplished individuals who shared their knowledge, experiences and talents with me throughout my career. First and foremost, the late Dr. Blount, Jr. was my mentor, teacher and professional role model. He encouraged my enthusiasm for ultrasound and began to oversee my education. Second is Ann Lindsey. I met "Miss Annie" in 1977. She was employed at Vanderbilt University Medical Center in Nashville as its chief sonographer. Miss Annie instilled in me a solid foundation of anatomy and scanning techniques, and showed tremendous patience in answering my millions of questions. She was my guide during the early days of my career. Additionally, Marveen Craig. What a powerful force for this profession! I met her in 1978 when Dr. Blount enlisted her educational services for a week. She encouraged me to become registered in ultrasound. It took a year of dedicated study, but in 1979, I became the first native of Chattanooga/Hamilton County, Tennessee, to pass the ARDMS examinations. (By the way, Marveen credits Dr. Blount for encouraging her to write her first book.)

Also, I would be remiss to not mention a few other names here: Kay Thurman, RT; Dr. Reva Curry, my hero; Dr. Diane Kawamura, a classy lady and educator; Linda Gordon, a top-notch person; Kathy Gill, for her advice/legal knowledge when I was enlisted as an *expert witness* for three different malpractice lawsuits; Beth Anderhub, for giving me endless hours of humor plus her support during some trying professional situations; Gwen Grim; Diane Burda, with her "Mr. Bill" lecture and Play Dough, I learned abdominal vasculature (she is so special); Kevin Evans; Joan Baker; Gale Kennedy; Nancy Spangler; Steve McLaughlin; David Howard; Gail Buurma; Terry DuBose; Diane Black; Jean Lea Spitz. There are others not listed here, but I trust you know that you assisted me in this career journey. Whether it was during my tenure as SDMS

state representative, local society president-elect/president, SDMS regional director, co-worker, staff sonographer, or business owner, I owe a depth of gratitude to a horde of outstanding, dedicated, loving people for your support, advice and encouragement. Who knew that a dyslexic, country bumpkin with no formal ultrasound education would eventually become a SDMS Fellow and have a 46-page curriculum vitae of documented personal achievements to show for a 33-year career?

What changes do you predict in the immediate future?

Manufacturers will continue to develop even greater tissue sensitive imaging features and lighter, more compact machines. We will see things as never before. What concerns me is the health-care reform currently under consideration. Our government will attempt to control the health insurance industry, which in turn will attempt to control our field. I expect

to see greater restrictions placed on the imaging industry and perhaps sacrifice of services.

What advice would you give to students/future sonographers?

Know this: in the field of sonography, learning/studying does not end with graduation day. There will always be newer imaging techniques to master, newer equipment developments to learn. Think outside of your box! Challenge yourself! Work not only in hospitals, but mobile services, specialized medical practices, research, and maybe even develop your own ultrasound service company. There are so many opportunities available for you. Author and publish papers on your cases. Take an active role in the SDMS. Allow yourself to be nominated for the various board/committee positions. Join your local society. If you do not have one, start a society! Your personal contributions are needed!



SDMS Welcomes New Members

August 2009

Billie Abbott, RT(R),RDMS	Debbie Baird, RDMS	Daniel Brewer, RT(R)	Judy Chiu, RDMS
Kathleen Abraham, RDMS,RDCS	Karen Balcom, RDMS	Amy Brezezinski, RT(R)	Julie Chouinard-Jones, RT(R)(M),RDMS
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