

CSPS NEWSLETTER

CALIFORNIA SOCIETY OF PLASTIC SURGEONS, INC.

WWW.CALIFORNIAPLASTICSURGEONS.ORG



APRIL/MAY 2012



Join Us For The 62nd CSPS

ANNUAL MEETING
May 25-28, 2012

The Hotel del Coronado

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Lynne A. Hackert, MD

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Christine A. Pahl

*Photos courtesy of the Coronado
Convention and Visitors Bureau &
the Hotel del Coronado*

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- The CSPS President's Message
- Things to Do & See Around the Hotel
- Annual Meeting Program & Registration Materials
- CSPS Educational & Research Foundation (CPSERF)
- Legislative Update

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CSPS PRESIDENT, JEFFREY L. ROSENBERG, MD INVITES YOU TO JOIN US FOR THE 62ND CSPS ANNUAL MEETING

My Fellow Members:

As we approach our Annual Meeting, to be held at the Hotel del Coronado May 25-28, I want to thank you all for allowing me the privilege of serving as your President.

CSPS takes great pride in addressing the concerns of our members on both a local and state level.

We are fortunate to have a politically savvy group of members such as Jack Bruner, Deb Johnson and Steve Teitelbaum who work diligently to keep track of state legislation affecting our members. And who have the experience and the access, to make our opinions heard. They have my deepest gratitude and respect.

Our excellent lobbyist, Tim Madden keeps us constantly updated on pending legislation which has the potential to effect our members.

I urge all of you to continue your support for our PAC, which is essential in making our voices heard in Sacramento.

Our superb Executive Director, Christine Pahl, and her excellent assistant Laura Harper, continue to keep the organization running smoothly and efficiently. Doug Free, our Legal Counsel, continues his terrific work in keeping us above-the-bar.

My deepest thanks to Mark Labowe & Craig Creasman as well as all the dedicated members of the Scientific Program Committee for their hard work in putting together this year's program. There are plenty of educational opportunities and recreational activities for you and your families at the Annual Meeting. We hope that you will join us for this year's meeting!

We encourage you to make your Hotel del Coronado reservations as soon as possible, as we have a limited number of rooms available. Please visit our website at www.californiaplasticsurgeons.org for updated information about the upcoming meeting.

We look forward to seeing you and your families in Coronado!



JEFFREY L. ROSENBERG, MD

CSPS PROPOSED SLATE OF OFFICERS 2012-2013

The CSPS Nominating Committee, Lars Enevoldsen, MD, Chair, Mark Mofid, MD, Jeffrey Rosenberg, MD*, James Wells, MD and Terry Zimmerman, MD is pleased to present the following Slate of Officers that will be voted on by the membership at the next Annual Business Meeting, May 28th at the Hotel del Coronado.

**Jane Weston, MD who was a participating member of the Nominating Committee resigned from the Committee when the Councilor from the North position was discussed. She was replaced by Jeffrey Rosenberg, MD.*

President: Thomas Mitts, MD—automatic ascendency

President-Elect: Robert Hardesty, MD

Vice President: Andrew Kaczynski, MD

Secretary: William Umansky, MD

Treasurer: Steven Teitelbaum, MD

Councilor (N): Jane Weston, MD

Councilor (S): Robert Kessler, MD

Councilor (S): Scott Barttelbort, MD**

*(**This nomination is for a 2-year term to replace William Umansky, MD who is nominated for Secretary)*

CSPS 62nd Annual Meeting

THINGS TO DO AND SEE AROUND THE HOTEL

The Hotel del Coronado is a beachfront luxury hotel in the city of Coronado, just across the San Diego Bay from San Diego, California. When it opened in 1888, it was the largest resort hotel in the world. It has hosted presidents, royalty, and celebrities throughout the years. With its iconic red turrets piercing the taut horizontal lines of an azure California skyline, the Hotel del Coronado radiates with a confidence of gracious Victorian splendor that is without equal.

THINGS TO DO

Balboa Park

(619) 239-0512 - 1549 El Prado, San Diego - www.balboapark.org

One of the most popular urban parks in the United States, this bucolic paradise is packed with an array of attractions, including the world-famous San Diego Zoo.

Coronado Municipal Golf Course

(619) 435-3121 - 2000 Visalia Row, Coronado - www.golfcoronado.com

Golf course near San Diego.

Gaslamp Quarter

Fourth Avenue between Broadway and Market, San Diego

A 16-block national historic district that offers visitors a variety of restaurants and shops, as well as an eyeeful of Victorian architecture.

Horton Plaza

(619) 238-1596 - 324 Horton Plaza San Diego

The Westfield Horton Plaza shopping center has a wide assortment of shopping and dining options.

The Gondola Company

(619) 429-6317 - 4000 Loews Coronado Bay Road, Coronado - www.gondolacompany.com

The Gondola Company is your Passport to Italy. Indulge in all the magic and tradition of Venice right here in San Diego as you gently cruise in a private gondola through the enchanting canals of the Coronado Cays. Whether it's a relaxing journey or a romantic adventure, each cruise is A Truly Memorable Experience.

Go Green Carts

(619) 851-8888 - Coronado - www.gogreencarts.com

This is a great fun affordable way to see Coronado. Lots of fun, you can take your own historical tour of Coronado. They even give you a map and places to see.

Old Town San Diego

(619) 220-5422 - San Diego Avenue at Twigg's Street, San Diego

Historic site in downtown San Diego that recreates life in the Mexican and early American periods of 1821 to 1872.

Seaport Village

(619) 235-4014 - 849 West Harbor Drive, Downtown, San Diego

Seaport Village is a 14-acre waterfront shopping, dining and entertainment complex recreating a harborside setting of a century ago. It includes 54 one-of-a-kind shops, 13 casual dining eateries, and 4 fine-dining waterfront restaurants. It has four miles of meandering cobblestone pathways bordered by ponds, lakes, fountains and colorful landscaping plus a quarter-mile slate boardwalk along the San Diego Bay.

Sea World

(800) 257-4268 - 500 Sea World Drive, San Diego - www.seaworld.com

Venture beyond the ocean's surface at Sea World San Diego. Get close enough to touch a dolphin's fin, stare down a shark and connect with all the sea's creatures. Experience Believe — the visually stunning Shamu show; encounter polar bears at Wild Arctic Interaction and brave the daring drop on the Journey To Atlantis water coaster. The energy and wonder of the sea surround you in the sights and sounds of SeaWorld.

Segway of Coronado

(619) 694-7702 - 112 C. Avenue, Coronado www.segwayofcoronado.com

A super fun alternative to a walking tour, you learn to ride a Segway and have a great tour around the historic and beautiful parts of Coronado, California.

USS Midway Museum

(619) 544-9600 - 910 N. Harbor Drive, San Diego www.midway.org

The USS Midway Museum is a real naval aircraft carrier that served in the United States Navy for 47 years. Large and very impressive, it has real jets and real airplanes up on the flight deck, and travelers can actually walk into and even sit in the cockpits of some planes.

Wild Animal Park

(619) 231-0251 - 2920 Zoo Drive, San Diego

The park is truly magnificent at any time, day or night, no words can really describe this wonderful animal preserve.

RECOMMENDED RESTAURANTS

Kim & Bill Umanksy's Top 10 Restaurant Picks!

Coronado:

1. PRIMAVERA - (619) 435-0454 - 932 Orange Avenue
Upscale Italian in an intimate environment \$\$\$\$

2. VIGLUCCA'S - (619) 522-0946 - 1300 Orange Avenue, Suite 200
More modern Italian, steaks, seafood, piano bar \$\$\$

3. LEROY'S - (619) 437-6087 - 1015 Orange Avenue
Newer restaurant with emphasis on farm fresh cuisine \$\$\$

4. BISTRO D'ASIA - (619) 437-6677 - 1301 Orange Avenue
Casual dining specializing in sushi and Asian fusion \$\$

5. SAPORI - (619) 319 5696 - 120 Orange Ave
Family run, smaller European bistro with changing daily menu \$\$\$

6. II FORNAIO - (619) 437-4911 - 1333 First Street (next to the Coronado Ferry Plaza)
Some of the best views of the bay (especially from outdoor patios). Food is probably the best of the Coronado bay front restaurants \$\$\$

Greater San Diego:

7. BERTRAND AT MISTER A'S - (619) 239-1377 - 2550 Fifth Avenue Twelfth Floor, San Diego
Spectacular views, superb dining \$\$\$\$

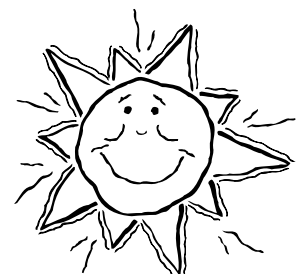
8. CUCINA URBANA - (619) 239-2222 - 505 Laurel Street, San Diego
Well priced Italian in an eclectic, rustic country farmhouse environment. Very popular, recommend reservations way in advance \$\$\$

9. ISLAND PRIME/C LEVEL - (619) 298-6802 - 880 Harbor Island Drive, San Diego
Two restaurants that sit on stilts atop San Diego Bay overlooking the city skyline and Coronado. C Level is more casual and Island Prime is finer dining. \$\$\$/\$\$\$\$

10. GEORGE'S AT THE COVE - (858) 454-4244 - 1250 Prospect Street, La Jolla
Excellent La Jolla restaurant with ocean views and farm-to-table dining \$\$\$\$

WEATHER & ATTIRE:

The average temperature in Coronado is 66° during the days and 57° during the evenings. Casual "resort" attire is preferred for the meeting. For the special events, the preferred attire will be sent along with your registration confirmation.



PROGRAM AT A GLANCE

CRAIG N. CREASMAN, MD & MARK L. LABOWE, MD, CO-CHAIRS, SCIENTIFIC PROGRAM COMMITTEE

The 2012 Annual Meeting offers a wide array of educational opportunities. In addition to our line-up of excellent panels, we have terrific instructional courses, and wonderful social events!

FRIDAY, MAY 25

CSPS COUNCIL MEETING 2:00 PM–5:00 PM
REGISTRATION 2:00 PM–5:00 PM

SATURDAY, MAY 26

OPENING CEREMONIES 8:00 AM–8:15 AM

WELCOMING CEREMONIES & THE CSPS ADDRESSES CULTURAL & LINGUISTIC COMPETENCY ISSUES:

Jeffrey L. Rosenberg, MD *President, CSPS*
 Thomas F. Mitts, MD *President-Elect, CSPS*
 Craig N. Creasman, MD *Co-Chair, Scientific Program*
 Mark L. Labowe, MD *Co-Chair, Scientific Program*

SHORT CLINICAL PAPERS 8:15 AM–8:35 AM

REGULAR CLINICAL PAPERS 8:35 AM–9:15 AM

PANEL 9:15 AM–10:30 AM
PERFECTING THE FACELIFT

MODERATOR: Dan C. Mills, MD, *ASAPS Representative*
PANELISTS: Robert S. Amonic, MD
 Bruce F. Connell, MD

EXHIBITS & COFFEE BREAK 10:30 AM–11:15 AM
 NOTE: THE EXHIBITS WILL BE OPEN ON SATURDAY & SUNDAY UNTIL 2:00 PM

REGULAR CLINICAL PAPERS 11:15 AM–11:45 AM

PANEL 11:45 AM–1:00 PM
ETHICS

MODERATOR: Jeffrey L. Rosenberg, MD
PANELISTS: W.P. Andrew Lee, MD, *ABPS Chair-Elect*
 Mary H. McGrath, MD
 Janet K. Salomonson, MD

CSPSERF LUNCHEON 1:15 PM

INSTRUCTIONAL COURSES

- 1) **2:00 PM – 4:00 PM – DUPUYTREN'S DISEASE-MOC-PS COURSE**
Prosper Benhaim, MD
- 2) **2:00 PM – 6:00 PM – ACLS TRAINING COURSE – PART 1**
- 3) **CPR (TIME IS TBA)**

EXHIBITS & WELCOMING RECEPTION 5:30 PM–7:00 PM

SUNDAY, MAY 27

PANEL 8:00 AM–9:15 AM
RECONSTRUCTIVE BOWL - NORTH VS. SOUTH

MODERATOR: Robert M. Pearl, MD

CLINICAL PAPERS 9:15 AM–10:30 AM

EXHIBITS & COFFEE BREAK 10:30 AM–11:15 AM
 NOTE: THE EXHIBITS WILL BE OPEN ON SATURDAY & SUNDAY UNTIL 2:00 PM

PANEL 11:15 AM–12:30 PM
HEALTHCARE - HOW DO WE FIT INTO THIS BRAVE NEW WORLD?

MODERATOR: Debra J. Johnson, MD
PANELISTS: Tim Madden, *CSPS Legislative Advocate*
 Robert M. Pearl, MD
 Malcolm Z. Roth, MD, *ASPS President*
 Terry J. Zimmerman, MD

LUNCH WITH THE EXHIBITORS 12:30 PM

RESIDENT/FELLOW LUNCH 12:45 PM
 Simeon Wall, Jr., MD, *Aesthetic Society's Traveling Professor*

INSTRUCTIONAL COURSES

4) **2:00 PM – 4:00 PM FACIAL SKIN MALIGNANCIES AND RECONSTRUCTION: CURRENT DERMATOLOGIC AND SURGICAL THERAPY - MOC-PS COURSE** - Mark Mofid, MD

5) **2:00 PM - 6:00 PM – ACLS TRAINING COURSE – PART 2**

PEARLS/PEANUTS/CLINICAL PAPERS 3:30 PM

PRESIDENT'S RECEPTION & AWARDS 6:30 PM

MONDAY, MAY 28

PANEL 9:00 AM–10:15 AM
THE GOOD, THE BAD & THE UGLY - COMPLICATIONS (THAT NEVER HAPPENED TO ME) BUT HOW I HANDLED THEM

MODERATOR: Robert A. Hardesty, MD
PANELISTS: Geoffrey R. Keyes, MD - *Rhinoplasty*
 Steven A. Teitelbaum, MD - *Breast*
 Simeon Wall, Jr., MD - *Body Contouring*
Aesthetic Society's Traveling Professor

COFFEE BREAK 10:15 AM–10:30 AM

PANEL 10:30 AM–11:45 AM
ETHNIC RHINOPLASTY: MODERN TECHNIQUES AND APPROACHES

MODERATORS: Jay W. Calvert, MD & Ashkan Ghavami, MD
PANELISTS: John M. Hilinski, MD
 Anita C. Patel, MD
 Ali Sajjadian, MD

ANNUAL BUSINESS MEETING 12:00 PM

NEW COUNCIL MEETING 12:45 PM

ANNUAL MEETING PROGRAM AND FACULTY

GENERAL EDUCATION INFORMATION

The California Society of Plastic Surgeons (CSPS) seeks to see beyond the traditional functions of continuing medical education, and challenges itself to become a catalyst for, an advocate for, and a provider of education that promotes improved competence, performance, and patient outcomes in plastic surgery.

Purpose: Our CME program seeks to provide high-quality, evidence-based educational opportunities designed to advance plastic surgeon competence, enhance practice performance, and promote patient safety to ultimately improve patient outcomes in the populations served by the plastic surgeons we educate.

Content: Our educational offerings include, but are not limited to, updates in clinical plastic surgery (aesthetic and reconstructive), reviews of current or best practice recommendations for plastic surgery care, evaluation of new and emerging technologies and techniques in plastic surgery, as well as patient safety.

Target Audience: We seek to serve not only the educational needs of plastic surgery healthcare professionals (board-certified plastic surgeons, plastic surgery residents and fellows, nurses and office staff) involved in the provision of plastic surgery services within the state of California, but the needs of local, regional, and national healthcare professionals and colleagues as well.

Types of Activities: As a CME provider for the largest plastic surgery state society in the country, the CSPS' educational activities include, but are not limited to, lectures, panel sessions, paper presentations, clinical round table discussions, and instructional courses. The educational design, instructional method and learning format for each event is chosen to best serve the educational needs and learning objectives of the planned educational activity.

Expected Results: We expect participants to report improved competence as expressed by greater confidence and knowledge in their approach to clinical problems or by an intent to change their behavior and apply newly acquired strategies in their practice. We expect participants will have greater confidence that they are delivering care, which promotes patient safety. In addition, if evaluated within the clinical practice setting, we expect improved performance parameters or a favorable impact on patient outcomes.

The General Sessions will consist of panel presentations on timely subjects which affect the plastic surgery specialty. Papers will also be presented during the general sessions. These papers are on various clinical topics and include summaries of research, observations based on experience, clever tricks to handle difficult problems, new instrumentation, development of new technologies, trends, statistics, safety issues and other comments about clinical practice that may be of value. The CSPS will also address cultural and linguistic competency issues and is dedicated to providing the participants with the necessary data, assessment tools and the development of resources plastic surgeons may use in their practices to address these issues.

The overall objective of the general sessions is to present topics related to the core body of knowledge for plastic surgery, as well as increasing quality in the health care delivery system. The content will also cover innovative, recent and new research related topics of importance to the practice of plastic surgery.

The instructional courses will address the topics of MOC-PS tracer procedures, an ACLS Training Course, and a CPR course.

All recommendations presented and scientific research presented must be based on evidence accepted within the profession of plastic surgery and must conform to the generally accepted standards of experimental design, data collection and analysis.

There will be question-and-answer sessions provided for each activity and we encourage you to use this time to address a difficult case you may have, query the speakers on their techniques, etc.

The CSPS takes responsibility for the content, quality and scientific integrity of its CME activities. As such, the CSPS follows the Accreditation Council for Continuing Medical Education's Standards for Commercial Support. By following these standards the CSPS ensures the independence of its CME activities. Current guidelines state participants in CME activities should be made aware of any affiliations or financial interest that may influence the content of this educational activity and/or affect the speaker's presentation. Each Scientific Program Committee member & speaker has been requested to complete a financial disclosure/conflict of interest statement. Disclosures are noted in this preliminary program. An asterisk (*) after the speaker's name indicates the faculty member/presenter reported they had no relevant financial relationships or affiliations to disclose. Please note that each presenter for the paper presentations is denoted by being listed first and in bold.

The CSPS Scientific Program Committee Members & their disclosures are as follows:

CO-CHAIRS

Mark L. Labowe, MD*
Craig N. Creasman, MD*

MEMBERS

Darrell Brooks, MD
Dr. Brooks is a researcher for & receives a research grant from AxoGen Inc.
James Chao, MD*
Allen Garbriel, MD
Dr. Gabriel is on the Speaker's Bureau & receives a speaking fee from Allergan, LifeCell and KCI.
Jesus A. Garcia, MD*
Julio L. Garcia, MD*
Amanda A. Gosman, MD*
Robert A. Hardesty, MD*
Scott L. Hansen, MD*
Charles Hsu, MD
Dr. Hsu is the founder of Prolevia Inc. & Hourglass Technologies & receives stock for both.
Debra J. Johnson, MD
Dr. Johnson is an investor in VuStik, LLC.
Lynn L.C. Jeffers, MD*
Susan Kaweski, MD*

Brian M. Kinney, MD

Dr. Kinney is a consultant for Merz Pharmaceuticals & Sientra, a consultant & receives royalties & stock options from Crisalic Sari and an honorarium from Kythera, is a Board Member & a stockholder in Bioelectronics, is an Editor and receives royalties from Elsevier, is a speaker & receives a stipend for Dermik/Sanofi-Aventis, is an Advisor & receives an honorarium, research support & cost reimbursements from Mentor Worldwide, LLC, is a speaker for the FDA, & is a Board Member for the National Endowment for Plastic Surgery
Michael Lin, MD*
Gordon K. Lee, MD

Dr. Lee is a consultant for and receives a consulting fee from Covidien, Inc.

Mark Mofid, MD

Dr. Mofid is a researcher & speaker for & receives consulting fees & is a grant recipient from Synovis Surgical Innovations & Baxter.

Christine A. Pahl*
Thomas Satterwhite, MD*
Michael S. Wong, MD

Dr. Wong is a researcher for & receives research support from Biomet Microfixation.

The CSPS is accredited by the Institute of Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. The CSPS takes responsibility for the content, quality and scientific integrity of this CME activity. The CSPS designates this educational activity for a maximum of 12 hours (general sessions & pearls/clinical paper sessions) & 10 hours (ACLS and instructional courses) of AMA PRA Category 1 Credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.



Scientific Program-Friday & Saturday

FRIDAY, MAY 25

2:00 PM–5:00 PM COUNCIL MEETING
2:00 PM–5:00 PM REGISTRATION DESK

SATURDAY, MAY 26

7:00 AM–2:00 PM REGISTRATION DESK
8:00 AM–1:00 PM GENERAL SESSION
7:30 AM–2:00 PM EXHIBITS & CONTINENTAL BREAKFAST
1:15 PM CSPSERF LUNCHEON
2:00 PM–6:00 PM INSTRUCTIONAL COURSES
5:30 PM–7:00 PM WELCOMING RECEPTION IN THE EXHIBITS

OPENING CEREMONIES 8:00 AM – 8:15 AM

WELCOMING CEREMONIES & THE CSPS ADDRESSES CULTURAL & LINGUISTIC COMPETENCY ISSUES:

Jeffrey R. Rosenberg, MD* *President, CSPS*
Thomas F. Mitts, MD *President-Elect, CSPS*
(DR. MITTS IS OWNER OF HUMAN MATRIX SCIENCES, LLC & RECEIVES COMPENSATION; IS A BOARD MEMBER FOR NU SKIN & RECEIVES COMPENSATION)
Craig N. Creasman, MD* *Co-Chair, Scientific Program Committee*
Mark L. Labowe, MD* *Co-Chair, Scientific Program Committee*

SHORT CLINICAL PAPERS 8:15 AM – 8:35 AM

MODERATORS: CRAIG N. CREASMAN, MD*
MARK L. LABOWE, MD*

- 8:15** *A NOVEL SURGICAL APPROACH TO BASAL JOINT ARTHRITIS*
C.V. Ellis*
David Kulber, MD
- 8:18** *EXPANDED SURGICAL INDICATIONS FOR PERCUTANEOUS NEEDLE
APONEUROTOMY*
Fernando A. Herrera, MD*
Ahmed Suliman, MD
Jason Roostaeian, MD
Prosper Benhaim, MD
Scott Mitchell, MD
- 8:21** *ASIAN AUGMENTATION RHINOPLASTY – LATE COMPLICATIONS OF
NASAL TIP DUE TO PROSTHESIS*
Hien Nguyen, MD*
- 8:24** *BREAST CANCER PRESENTING WITHIN OR ADJACENT TO THE
BREAST IMPLANT CAPSULE*
Christopher Tokin, MD*
Anne Wallace, MD

8:27 *OPTIMAL TIMING OF POST-MASTECTOMY RADIATION IN IMMEDIATE PROSTHETIC BREAST RECONSTRUCTION REDUCES THE NEED FOR TERTIARY/SALVAGE BREAST RECONSTRUCTION*

Ahmed Suliman, MD*
Andrew Vardanian, MD
Jason Roostaeian, MD
Fernando Herrera, MD
Andrew Da Lio, MD
Christopher Crisera, MD
Joan Lipa, MD
Jaco Festekjian, MD

DISCUSSION 8:30 AM – 8:35 AM

CLINICAL PAPERS 8:35 AM – 9:15 AM

8:35 *EXPERIMENTAL COMPARISON OF CRANIAL PARTICULATE BONE GRAFT, rHBMP-2, AND SPLIT CRANIAL BONE GRAFT FOR INLAY CRANIOPLASTY*

Aladdin H. Hassanein, MD*
Rafael A. Couto, BA
Kyle C. Kurek, MD, MMSc
Gary F. Rogers, MD, JD, MBA
John B. Mulliken, MD
Arin K. Greene, MD, MMSc

8:39 *THE USE OF ULTRASOUND IN DETERMINING THE PRESENCE OF BONE GROWTH FOLLOWING ALVEOLAR BONE MORPHOGENIC PROTEIN (BMP) GRAFT AS A PART OF CLEFT LIP/PALATE TREATMENT*

Daniel Chang, BS*
Stephanie Aubutin, RDMS
Dolores Pretorius, MD
Amanda Gosman, MD

8:43 *ANALYSIS OF QUANTITATIVE ENDPOINTS FROM A MULTICENTER RETROSPECTIVE REGISTRY STUDY ON THE USE OF ACELLULAR NERVE GRAFTS FOR SENSORY, MIXED, AND MOTOR NERVE RECONSTRUCTIONS*

Darrell Brooks, MD (PLEASE SEE DR. BROOKS' DISCLOSURE ON PAGE 5)
Renata V. Weber, MD
Jerome J. Chao, MD
Brian D. Rinker, MD
Jozef Zoldos, MD
Michael R. Robichaux, MD
Sebastian B. Ruggeri, MD
Kurt A. Anderson, MD
Ekkehard Bonatz, MD
Scott M. Wisotsky, MD
Mickey S. Chow, MD
John V. Ingari, MD
Brian M. Parrett, MD
Bauback Safa, MD
Gregory M. Buncke, MD

Note: The presenter is the first person listed under the title of the abstract. An asterisk (*) after their name indicates the faculty member/presenter reported they had no relevant financial relationships or affiliations to disclose.

Scientific Program - Saturday

8:47 MOLECULAR CHARACTERISTICS AND TRANSFECTION OF HUMAN ADIPOSE TISSUE-DERIVED STEM CELLS FOR PERIPHERAL NERVE REGENERATION IN VITRO

(RESIDENT COMPETITION-UCI)

Thomas Scholz, MD*
Peter J. Donovan, PhD
Gregory R.D. Evans, MD

8:51 INNOVATIVE APPROACH OF TISSUE ENGINEERING USING AUTOLOGOUS MICROCIRCULATORY BEDS AS VASCULARIZED BIOSCAFFOLDS

Lars H. Evers, MD*
David Simons, MD
Pelu S. Tran, BS
Michael T. Longaker, MD, MBA
Geoffrey C. Gurtner MD, FACS

8:55 SINGLE-INSTITUTION COST ANALYSIS COMPARING BIOLOGIC AND SYNTHETIC MESH USE IN COMPLEX HERNIA REPAIR

Leo R. Otake, MD, PhD*
Thomas Satterwhite, MD
Anthony Echo, MD
Grace Chiou, MD
Gordon K. Lee, MD

8:59 BIOLOGICAL ACTIVITY OF THE HORMONE-LIKE CANDIDATE TUMOR SUPPRESSOR GENE ESOPHAGEAL CANCER RELATED GENE-4 (ECRG4) IN SKIN

Ashkaun Shaterian, BS*
Steven Kao, BS
Jisook Lee, PhD
Jasmine Chukwueke, BS
Sofia Peeva, BA
Xitong Dang, PhD
Ana Maria Gonzalez, PhD
Bruce Potenza, MD
Raul Coimbra, MD, PhD
Brian P. Eliceiri, PhD
Andrew Baird, PhD

DISCUSSION 9:03 AM - 9:15 AM

PANEL 9:15 AM - 10:30 AM

TITLE: PERFECTING THE FACELIFT

MODERATOR: Dan C. Mills, MD, *ASAPS' Representative*
(Dr. Mills is a consultant for & receives consulting fees from Allergan, Baxter, Suneva & Touch MD)

PANELISTS: Robert S. Amonic, MD*
Bruce F. Connell, MD*

The panelists will discuss their experience with various alternative components of the facelift operation that will aid individual plastic surgeons in selecting their own personal optimal approach.

At the conclusion of the panel, participants should be able to: 1) recognize the specific technical aspects of the facelift operation; 2) select an appropriate approach for a patient with a particular anatomy; & 3) recognize & understand the evolution of technique in facelift surgery.

EXHIBITS & COFFEE BREAK 10:30 AM - 11:15 AM

NOTE: THE EXHIBITS WILL BE OPEN ON SATURDAY AND SUNDAY UNTIL 2:00 PM

CLINICAL PAPERS 11:15 AM - 11:45 AM

MODERATOR: SUSAN KAWESKI, MD*

11:15 ALCL AND BREAST IMPLANTS AN UPDATE ON 80 CASES WITH MANAGEMENT RECOMMENDATIONS

G.S. Brody, MD, M.Sc. (Dr. Brody is a Private Investigator for ASPs & receives a research grant; is on a speaking tour for Allergan & receives travel expenses only)

D. Deapen, Ph.D.
C.R. Taylor, MD, D.Phil, FRC Path
A. Epstein, MD, LC
L. Pinter-Brown, MD, FACP
S.R. House-Lightner, BA
M.G. Lechner
L. Young, M.T.

11:19 LONG TERM EFFECTS OF BREAST AGING IN PATIENTS WITH IMPLANTS: ANALYSIS OF BREAST AESTHETICS FROM BEFORE AUGMENTATION TO AFTER EXPLANTATION

Emil Kohan, MD*
Keyianoosh Paydar, MD*
Scott L. Hansen, MD
Jason Roostaeian, MD
Gilbert P. Gradinger, MD

11:23 BREAST IMPLANT MALPOSITION: CLASSIFICATION, PREVENTION, AND SURGICAL OPTIONS

Daniel Barrett, MD, MHA, MS*
Carlos Chacon, MD, MBA
Grant Stevens, MD, FACS

11:27 ONE-STAGE MASTOPEXY WITH BREAST AUGMENTATION: A REVIEW OF 565 PATIENTS

Carlos Chacon, MD*
W. Grant Stevens, MD
David A. Stoker, MD
Justin T. Kane, MD
Seth Eberlin, MD

11:31 AUTOLOGOUS BREAST FAT GRAFTING - CURRENT OPINIONS AND PRACTICES AMONG NORTH AMERICAN PLASTIC SURGEONS

Ahmed Suliman, MD*
Kenneth Fan
Neil Tanna, MD
Eileen Liao
Malcolm Lesavoy, MD
Jaco Festekjian, MD

DISCUSSION 11:34 AM - 11:45 AM

CONTINUED ON PAGE 8

Scientific Program - Saturday & Sunday

SATURDAY, MAY 26 (CONTINUED)

PANEL 11:45 AM – 1:00 PM TITLE: ETHICS PANEL - DO THE RIGHT THING!

MODERATOR: Jeffrey L. Rosenberg, MD*
 PANELISTS: W.P. Andrew Lee, MD*, ABPS Chair-Elect
 Mary H. McGrath, MD*
 Janet K. Salomonson, MD*

This Panel will cover the following: ethical guidelines that will help the practitioner navigate the various modes of communication with patients and the public; ethical guidelines that will help patients know whom to trust for appropriate information and guidance and ethical behavior guidelines which will protect both the surgeon and the public.

At the conclusion of this activity, participants should be able to: 1) interpret the principles to help physicians evaluate and resolve complex ethical dilemmas likely to occur in the practice setting; 2) review the most common complaints to Ethics Committees; and 3) determine the necessary steps physicians can take to resolve ethical questions.

CSPSERF LUNCHEON (SEE PAGE 14 FOR MORE INFORMATION) 1:15 PM

INSTRUCTIONAL COURSES

Additional fees apply, please see registration form on pages 13 and 14 for more information

1) 2:00 PM – 4:00 PM MOC-PS® APPROVED COURSE MODULE: Hand Surgery TRACER PROCEDURE: Dupuytren's Disease DUPUYTREN'S DISEASE - A COMPREHENSIVE REVIEW - Prosper Benhaim, MD

(DR. BENHAIM IS A SPEAKER FOR AND RECEIVES AN HONORARIUM FOR AUXILIUM PHARMACEUTICALS)

This complete MOC course will provide a comprehensive review of the basic science, anatomy, clinical features, therapeutic options, outcome studies, and potential complications of Dupuytren's disease and its treatment.

At the conclusion of this activity, participants should be able to: 1) summarize the genetics and basic science of Dupuytren's disease; 2) review the detailed anatomy pertinent to Dupuytren's disease; 3) identify the common and uncommon clinical features of Dupuytren's disease, and their implications for the patient; 4) review the numerous treatment options, including specific indications, alternatives, complications, and limitations of each approach; 5) critically analyze the advantages and disadvantages of each treatment approach, selecting an approach that fits each individual patient; 6) develop an approach that balances the relative morbidity and recurrence rate of each approach; and 7) describe the MOC process

2) 2:00 PM–6:00 PM ACLS TRAINING COURSE PART 1

3) CPR (TIME IS TBA)

EXHIBITS & OPENING RECEPTION 5:30 PM – 7:00 PM



SUNDAY, MAY 27

7:00 AM–2:00 PM REGISTRATION
 7:30 AM–2:00 PM EXHIBITS
 8:00 AM–12:30 PM GENERAL SESSION
 12:30 PM LUNCH WITH THE EXHIBITORS
 12:45 PM RESIDENT/FELLOW PROGRAM & LUNCH
 2:00 PM–6:00 PM INSTRUCTIONAL COURSES
 3:30 PM–6:00 PM PEARLS/RESEARCH/CLINICAL PAPER PRESENTATIONS
 6:30 PM PRESIDENT'S DINNER RECEPTION & AWARDS CEREMONY

PANEL 8:00 AM – 9:15 AM TITLE: RECONSTRUCTIVE BOWL (NORTH VS. SOUTH)

MODERATOR: Robert M. Pearl, MD*

This is an interactive "Jeopardy Style" program in which participants answer an array of questions with scaled difficulty. Questions will test core competency in Plastic Surgery from knowledge of anatomy and physiology to planning a reconstructive solution beginning with examination and diagnosis to execution of a procedure.

The content of this program will cover the following:

- o Core competency questions in the style of the written board exam
- o Core competency of unknown cases in the style of the oral board exam
- o Appropriate work-up of complex reconstructive challenges
- o Reconstructive challenges or defects resulting from traumatic loss, tumor resection, congenital absence, or those acquired over time
- o Reconstructive solutions to these defects emphasizing restoration of form and function
- o Appropriate utilization of pre, intra, and post operative interdisciplinary consultation to optimize patient outcome

At the conclusion of this presentation, participants should be able to: 1) analyze appropriate care options with minimal risks to the patient; 2) assess the importance of timely and adequate treatment with minimal morbidity; and 3) construct an appropriate work-up of complex reconstructive cases.

CLINICAL PAPERS 9:15 AM – 10:30 AM MODERATORS: DARRELL BROOKS, MD (PLEASE SEE DR. BROOKS' DISCLOSURE ON PAGE 5) AMANDA GOSMAN, MD

9:15 RETROSPECTIVE ANALYSIS OF NEVER EVENTS IN PANNICULECTOMY AND ABDOMINOPLASTY PATIENTS AND THEIR FINANCIAL IMPLICATIONS

Anh Tuan Pham, BS*
 Manish Champaneria, MD
 Adrienne D. Workman, BS
 Oluwaseun A. Adetayo, MD
 Subhas C. Gupta, MD, PhD, FACS

9:19 VIABILITY OF ADIPOCYTES AND OTHER LIPOASPIRATE COMPONENTS AFTER THIRD GENERATION ULTRASOUND ASSISTED LIPOSUCTION

Dan C. Mills, MD (PLEASE SEE DR. MILLS' DISCLOSURE ON PAGE 7)
 Steven Camp, MD
 Mark E. Schafer, Ph.D
 Kevin C. Hicok, Ph.D.

Scientific Program - Sunday

- 9:23 TIP RHINOPLASTY: TREATMENT ALGORITHM FOR NASAL WIDTH MANAGEMENT**
 Steven R. Cohen, MD
 (DR. COHEN IS A CONSULTANT & RECEIVES CONSULTING FEES FROM CYTOR; IS A FOUNDER AND A BOARD MEMBER FOR THE CELL SOCIETY)
 Mehran Dadras
 Ryan Wong, MD
- 9:27 FAT GRAFTING IN THE FACE: STANDARDIZATION OF HARVEST, PROCESSING, CELL ENRICHMENT AND A NEW TRANSBUCCAL DELIVERY TECHNIQUE**
 Steven R. Cohen, MD (PLEASE SEE DR. COHEN'S DISCLOSURE ON THIS PAGE)
 Ryan Wong, MD
- 9:31 WHO'S ON FIRST? AUTHORSHIP ISSUES AMONG PLASTIC SURGEONS (RESIDENT COMPETITION-USC)**
 Wai-Yee Li, MD*
 Daniel C. Yu, MS
 John Reinisch, MD
- 9:35 EXPLORING THE GEODATA GOLDMINE: APPLICATION OF DEMOGRAPHIC DATA TO THE CHALLENGES OF PLASTIC SURGEONS (RESIDENT COMPETITION-LLU)**
 Matthew C. Camp, MD*
 Adrienne D Workman, BS
 Subhas C Gupta MD, PhD, FACS
- DISCUSSION 9:39 AM - 9:50 AM**
- 9:50 CONCEPTUAL PARADIGM SHIFT IN DELAYED DISTAL RADIUS FRACTURE MANAGEMENT: A FIVE-YEAR SINGLE SURGEON EXPERIENCE (RESIDENT COMPETITION-UCLA)**
 Clifford Pereira, MD*
 James Rough, MD
 Mark Sugi, MD
 Prosper Benhaim, MD
- 9:54 MICROSURGICAL HEAD AND NECK RECONSTRUCTION AFTER ONCOLOGIC ABLATION - A STUDY ANALYZING HEALTH-RELATED QUALITY OF LIFE (RESIDENT COMPETITION-STANFORD)**
 Arash Momeni, MD*
 Ahlia Kattan, MD
 Rebecca Y. Kim, MD
 Gordon K. Lee, MD
- 9:58 FREE TISSUE TRANSFER TO THE LOWER EXTREMITY: A PARADIGM SHIFT IN FLAP SELECTION FOR SOFT-TISSUE RECONSTRUCTION (RESIDENT COMPETITION-UC DAVIS)**
 Rahim S. Nazerali, MD, MHS *
 Lee L.Q. Pu, MD, PhD, FACS
- 10:02 BONY OSTEOSYNTHESIS AND PAIN AFTER STERNAL PLATING VERSUS WIRE CLOSURE - RESULTS OF A PROSPECTIVE, RANDOMIZED, MULTICENTER, INTERNATIONAL TRIAL**
 Michael S. Wong, MD (PLEASE SEE DR. WONG'S DISCLOSURE ON PAGE 5)
 Heber MacMahon, MB, BCh
 Sven Lehmann, MD
 Brian J. DeGuzman, MD
 Kenton Zehr, MD
 Lishan Aklog, MD
 Michael Mochalski, MD
 H. Edward Garrett, MD
 Jai Raman, MD, PhD
- 10:06 A QUALITATIVE ANALYSIS OF IDENTITY AND GOALS OF PATIENTS WITH DEFORMITIES: PREPARING FOR AN EVIDENCE-BASED ADVOCACY FOR A VULNERABLE POPULATION**
 Viridiana Tapia, BS
 David Chang, PhD, MPH, MBA
 Amanda Gosman, MD
- 10:10 TEACHING CORE COMPETENCIES OF RECONSTRUCTIVE MICROSURGERY WITH THE USE OF STANDARDIZED PATIENTS**
 Ji Son, MS*
 Kamakshi R. Zeidler, MD
 Anthony Echo, MD
 Leo Otake, MD
 Michael Ahdoot
 Gordon K. Lee, MD
- 10:14 THE MATRIX™ RIB PLATING SYSTEM: IMPROVING AESTHETIC OUTCOMES IN MICROVASCULAR BREAST RECONSTRUCTION**
 Michael Ahdoot, BA, BS*
 Anthony Echo, MD
 Leo Otake, MD
 Ji Son, MS
 Kamakshi R. Zeidler, MD
 Isaac Saadian, BA
 Gordon K. Lee, MD
- 10:18 INCREASING THE TIME TO EXPANDER-IMPLANT EXCHANGE AFTER POST-MASTECTOMY RADIATION THERAPY REDUCES EXPANDER-IMPLANT FAILURE (RESIDENT COMPETITION-UCSF)**
 Anne Warren Peled, MD*
 Robert D. Foster, MD
 E. Shelley Hwang, MD, MPH
 Laura J. Esserman, MD, MBA
 Barbara Fowble, MD
- 10:22 BREAST RECONSTRUCTION RATES FOLLOWING MASTECTOMY: A SINGLE INSTITUTION'S EXPERIENCE (RESIDENT COMPETITION-UCSD)**
 Sam Saba, MD*
 Ashkaun Shaterian, MD
 Brittany Yee, MD
 Anne M. Wallace

DISCUSSION

10:26 AM - 10:30 AM

CONTINUED ON PAGE 10

Scientific Program - Sunday

SUNDAY, MAY 27 (CONTINUED)

EXHIBITS/COFFEE BREAK 10:30 AM – 11:15 AM

PANEL 11:15 AM – 12:30 PM

TITLE: HEALTHCARE - HOW DO WE FIT INTO THIS BRAVE NEW WORLD?

MODERATOR: Debra J. Johnson, MD (PLEASE SEE DR. JOHNSON'S DISCLOSURE ON PAGE 5)

PANELISTS: Tim Madden*
Robert M. Pearl, MD*
Malcolm Z. Roth, MD*, *ASPS President*
Terry J. Zimmerman, MD*

This panel will cover the following:

- o How individual physicians and groups can impact the legislative process.
- o How to advocate on behalf of patient needs.
- o How to network and make our voices heard at the state and national levels.
- o How to educate the public on the importance of safety, education, & training of their chosen practitioner.
- o How to integrate plastic surgery into health care reform.

At the conclusion of this Panel, participants should be able to: 1) identify key ways for plastic surgeons to effectively advocate for their patients in the legislative & regulatory processes; 2) assess ways in which practitioners & patients can thrive under healthcare reform; & 3) review options on how practitioners can advocate for patient safety in all practice settings.

LUNCH WITH THE EXHIBITORS 12:30 PM

RESIDENT/FELLOW LUNCH PROGRAM 12:45 PM

SIMEON WALL, JR., MD – *Aesthetic Society's Traveling Professor*
(DR. WALL IS AN ADVISORY BOARD MEMBER AND RECEIVES A CONSULTING FEE FROM ALLERGAN AND MENTOR)

Dramatic and Comprehensive Body Contouring utilizing SAFELipo Techniques

In this presentation, Dr. Wall Jr. will describe the principles, techniques, and goals of SAFELipo (Separation, Aspiration, and Fat Equalization) and its application for all areas of the face, breasts, body, and extremities. This technique is designed to minimize vascular injury and contour deformities, while maximizing fat removal and skin viability. The fat separation performed in the SAFELipo technique is accomplished without suction, using specialized cannulas that prevent suction-avulsion injuries to blood vessels. Vessels then remain intact while free, separated fat is aspirated with smaller-diameter cannulas. Final contouring is maximized by performing fat equalization as a final step, resulting in dramatic contouring of the area with minimal risk of contour deformities or skin injury. Dr. Wall Jr will also describe how to safely integrate comprehensive liposuction into excisional procedures.

Whittling the Waist: Full Abdominoplasty with Circumferential SAFELipo and Sub-Scarpal Fat

In the vast majority of patients, abdominoplasty or liposuction performed alone are insufficient in achieving comprehensive truncal contouring. Full abdominoplasty, including complete resection of sub-scarpal fat, in combination with circumferential SAFELipo of the trunk, can yield dramatic contouring changes in a single setting, safely & effectively, while minimizing flap injury.

Difficult and Revisionary Aesthetic Breast Surgery

Dr. Wall Jr. will discuss some of the common, yet difficult problems seen in both primary and revisionary aesthetic breast surgery, and his approaches to managing them without acellular dermal matrices.

INSTRUCTIONAL COURSES

ADDITIONAL FEES APPLY - PLEASE SEE REGISTRATION FORM ON PAGE 13 FOR MORE INFORMATION

4) 2:00 PM–4:00 PM MOC-PS®- APPROVED COURSE

MODULE: Comprehensive

TRACER PROCEDURE: Facial Skin Malignancy

FACIAL SKIN MALIGNANCIES AND RECONSTRUCTION: CURRENT DERMATOLOGIC AND SURGICAL THERAPY

Mark Mofid, MD (PLEASE SEE DR. MOFID'S DISCLOSURE ON PAGE 5)

This instructional course will cover the following:

- o Common lesions of the skin and how to treat them.
- o Uncommon lesions of the skin and how to recognize them.
- o When to transfer care to a physician with more specialized knowledge of the lesion.
- o How to reconstruct defects left by surgical excision of lesions.
- o How to minimize problems in higher risk patients: radiated beds, co-morbidities, large lesions.

At the conclusion of this activity, participants should be able to: 1) evaluate treatment options for facial skin malignancies including non-surgical therapies and reconstructive options; 2) develop a treatment algorithm; 3) review associated complications and determine how to avoid complications; 4) describe how a practitioner can maximize the appropriate care for a patient with minimal risk to the patient, while assuring that adequate treatment is provided with minimal deformity to the patient.

5) 2:00 PM–6:00 PM ACLS TRAINING COURSE – PART 2

PEARLS/PEANUTS/CLINICAL PAPERS 3:30 PM

MODERATOR: GORDON K. LEE, MD (PLEASE SEE DR. LEE'S DISCLOSURE ON PAGE 5)

1) EXPRESSION OF ANDROGEN, ESTROGEN, PROGESTERONE AND GROWTH HORMONE RECEPTORS IN VASCULAR MALFORMATIONS

Aladdin H. Hassanein, MD, MMSc*, Ann M. Kulungowski, MD, Vânia Nosé, MD, Steven J. Fishman, MD, John B. Mulliken, MD, Joseph Upton, MD, David Zurakowski, PhD, Amy D. DiVasta, MD, MMSc, Arin K. Greene, MD, MMSc

2) HEMIHYPERTROPHIA-MULTIPLE LIPOMATOSIS SYNDROME (HHML): A CASE REPORT WITH REVIEW OF THE LITERATURE

Fang Xie*, Michael Wong, MD, Xiaolei Jin, MD, Jiajie Xu, MD, Jianjian Lu, MD, Chao Zhang, Jintian Hu & Li Teng, MD

3) MOHS VERSUS SURGICAL EXCISION IN NON-MELANOMA SKIN CANCERS: DOES LOCATION MATTER?

Clifford Pereira, MD*, Erwin A. Kruger, MD, Gregory Sayer, BS, Jenny Kim, MD, Timothy A. Miller, MD & George H. Rudkin, MD

4) SMARTPHONES IN SURGERY

Thomas Scholz, MD* & Ara Salibian, MS

5) PERSONALIZED VIDEO-DOCUMENTED SURGICAL SKILL ANALYSIS FOR SURGICAL RESIDENCY TRAINING

Aaron J. Berger, MD, PhD*, Richard S. Gaster, PhD and Gordon K. Lee, MD

6) SHOULD THE WORLD HEALTH ORGANIZATION (WHO) SURGICAL SAFETY CHECKLIST BE ADOPTED UNIVERSALLY BY PLASTIC SURGEONS?

Oluwaseun A. Adetayo, MD*, Adrienne D. Workman, BS & Subhas C. Gupta, MD, PhD, FACS

7) LEARNING FROM OUR INTERNATIONAL COLLEAGUES: A US PLASTIC SURGEON'S PERSPECTIVE

Lee L.Q. Pu, MD, PhD, FACS*

DISCUSSION



Scientific Program - Sunday

SUNDAY, MAY 27 (CONTINUED)

- 8) **AUTOGENOUS FAT GRAFTING TO THE BREAST: EVOLVING INDICATIONS, LIMITATIONS AND A "HYBRID" APPROACH**
Steven R. Cohen, MD (PLEASE SEE DR. COHEN'S DISCLOSURE ON PAGE 9)
- 9) **BIOLOGIC GRAFT MATERIAL FOR IMMEDIATE BREAST RECONSTRUCTION: A XENOGRAFT ALTERNATIVE TO ACELLULAR DERMAL MATRIX PRODUCTS**
M. Mark Mofid, MD (PLEASE SEE DR. MOFID'S DISCLOSURE ON PAGE 5), Michael S. Meiningner, MD & Martin S. Lacey, MD
- 10) **ASSOCIATION OF OSTEOSARCOMAS WITH BREAST IMPLANT CAPSULES: CASE REPORT AND REVIEW OF THE LITERATURE**
Thomas Scholz, MD*, Ara Salibian, MS, Mai Gu, MD, Karen Lane, MD, Keyianoosh Paydar, MD & Gregory Evans, MD
- 11) **HISTOLOGIC ANALYSIS OF FETAL BOVINE DERIVED ACELLULAR DERMAL MATRIX IN TISSUE EXPANDER BREAST RECONSTRUCTION**
Aaron J. Berger, MD, PhD*, Richard S. Gaster, PhD, Stefanie D. Monica, BS, Trip Sweeney, MD, Ryan Endress, MD and Gordon K. Lee, MD
- 12) **SALVAGE OF NIPPLE-AREOLAR COMPLEX SKATE FLAP FAILURE WITH ACELLULAR DERMAL MATRIX AND V-Y PURSESTRING FLAP: A NOVEL APPROACH**
M.J. Roubaud, MD* & D. Kulber, MD
- 13) **MASTECTOMY WITH PRESERVATION OF THE NIPPLE-AREOLAR COMPLEX: A SYSTEMATIC REVIEW OF POST-OPERATIVE COMPLICATIONS AND ONCOLOGIC OUTCOMES**
Merisa Piper MD*, Anne Warren Peled MD, Robert D. Foster MD, Dan Moore PhD, Laura J. Esserman MD, MBA
- 14) **FEASIBILITY OF PERFORMING TOTAL SKIN-SPARING MASTECTOMY IN PATIENTS WITH PREVIOUS PERIAREOLAR INCISIONS**
Carolyn J. Vaughn, MD*, Anne Warren Peled, MD, Laura J. Esserman, MD, MBA & Robert D. Foster, MD
- 15) **ABDOMINOPLASTY AND SAL OF THE POSTERIOR TRUNK: SAFETY AND EFFICACY**
Joseph L. Kiener, MD, FACS*
- 16) **BACTERIA CAN TRAVEL UPSTREAM: A CASE REPORT OF PASTEURILLA MULTOCIDA INFECTION IN AN ABDOMINOPLASTY AFTER A CAT BITE TO A DRAIN**
Seth A. Eberlin, MD* & David A. Kulber, MD, FACS
- 17) **SHIELD NEOUMBILICOPLASTY TECHNIQUE FOR CORRECTION OF COMPLETE UMBILICAL ABSENCE AFTER ABDOMINAL WALL RECONSTRUCTION**
Michael P. Lin, MD, MS*, Peter Lin, MD, Aaron Kosins, MD, Dong Jun Park, MD, Eugene Kim, MD, Keyianoosh Z. Paydar, MD, FACS, Gregory R. D. Evans, MD, FACS & Garrett Wirth, MD, FACS

DISCUSSION

- 18) **HIDRADENOCARCINOMA OF THE FINGER**
Cynthia Tan*, Rahim S. Nazerli, MD, MHS, Maxwell A. Fung, MD, Steve L. Chen, MD, MBA & Michael S. Wong, MD
- 19) **SINGLE-STAGE RECONSTRUCTION OF ACHILLES TENDON RUPTURE WITH FLEXOR HALLUCIS LONGUS TENDON TRANSFER AND SIMULTANEOUS FREE RADIAL FOREARM FASCIOTENDONOUS FOREARM FLAP**
Rahim S. Nazerli, MD, MHS*, M. Hakimi, Eric Giza, MD & David H. Sahar, MD
- 20) **COST COMPARISON OF OPEN FASCIECTOMY VERSUS PERCUTANEOUS NEEDLE APONEUROTOMY FOR TREATMENT OF DUPUYTREN'S CONTRACTURE**
Fernando A. Herrera, MD*, Jason Roostaiean, MD, Ahmed Suliman, MD, Prosper Benhaim, MD, Roy Meals, MD & Scott Mitchell, MD

- 21) **CREATION OF THE PROPER RECIPIENT VESSEL FOR FREE TISSUE TRANSFER TO THE DIFFICULT AREAS OF THE LOWER EXTREMITY**
David W. Dorfman, MD, DDS* & Lee L.Q. Pu, MD, PhD, FACS
- 22) **TISSUE ENGINEERED PIPS COLLATERAL LIGAMENT COMPOSITE ALLOGRAFTS FOR SCAPHOLUNATE LIGAMENT RECONSTRUCTION**
Ryan Endrees, MD*, Colin Y.L. Colin, MD, Simon J. Farnebo, MD, PhD, Anthony Behn, MS, Joel Bronstein, BS, Hung Pham, BS, Xinrui Yan, MD, PhD, Sanjiv S. Gambhir, MD, PhD & James Chang, MD
- 23) **CASE REPORT: EXTERNAL TISSUE EXPANDERS AS ADJUNCT THERAPY IN CLOSING DIFFICULT WOUNDS**
Maristella Evangelista, MBA, MD*, Vincent Laurence, MD, Patrick Murphy, MD, Jenna Martin, MD, & Garrett A. Wirth, MD, MS, FACS
- 24) **BIPEDICLE FLAPS FOR CLOSURE OF LOWER EXTREMITY WOUNDS: A CASE SERIES**
Samuel Lance, MD* & Pirko Maguina, MD

DISCUSSION

- 25) **A COMPARISON OF CELL ENRICHED FAT TRANSFER TO CONVENTIONAL FAT GRAFTING AFTER AESTHETIC PROCEDURES USING A PATIENT SATISFACTION SURVEY**
Brian Mailey, MD*, Salim Saba, MD, Ryan Wong, MD, Ann Wallace, MD, Steven Cohen, MD
- 26) **MIGRATION OF A SILICONE IMPLANT INTO THE MAXILLARY SINUS AFTER MALAR AUGMENTATION**
David W. Dorfman, MD, DDS* & Jesus A. Garcia, MD
- 27) **PREVENTION OF EARLOBE DEFORMITY IN FACE-LIFTING**
Joseph Coscia, MD*, Andrew Huang, MD & Thomas Stevenson, MD
- 28) **FIXATION OF THE MEDIAL CANTHAL TENDON USING THE MITEK ANCHOR SYSTEM**
Emil Kohan, MD*, Aaron Kosins, MD, Josh Shajan MBA, Daniel Jaffurs MD, Garrett Wirth MD & Keyianoosh Paydar, MD
- 29) **AGGRESSIVE PPLICATION FACELIFT WITH ZYGOMATIC SUSPENSION**
J. Brian Boyd, MD*
- 30) **THE USE OF FIBRIN TISSUE SEALANTS IN FACELIFT SURGERY TO ELIMINATE DRAINS AND IMPROVE PATIENT COMFORT AND OUTCOMES**
Dan C. Mills, MD (PLEASE SEE DR. MILLS' DISCLOSURE ON PAGE 7) & Steven M. Camp, MD
- 31) **NECROTIZING METACHRONOUS FACIAL ULCERATIONS AFTER "STEM CELL FACE LIFT"**
Marek Dobke, MD*, Jason Bailey, MD, Dhaval Bhavsar, MD, Salim Saba, MD & Brian Mailey, MD
- 32) **REGENERATION OF RAT SCIATIC NERVES ACROSS SINGLE- AND MULTI-LUMEN POLYETHYLENE GLYCOL NERVE CONDUITS**
M.S. Evangelista, MS* & G.R.D. Evans, MD
- 33) **THE PECTORALIS MAJOR MYOCUTANEOUS FLAP FOR TRACHEAL AND PHARYNGEAL RECONSTRUCTION**
Mouchammed Agko, MD*, Randolph Sherman, MD, Chih-Wei Wu, MD & Dung H. Nguyen, MD
- 34) **TOTALLY INTRA-THORACIC FREE FLAPS FOR MAJOR TRACHEO-BRONCHIAL DEFECTS**
Adrienne Workman, BS*, Oluwaseun Adetayo, MD, Mark Martin, MD, DMD, FRCSC



CONTINUED ON PAGE 12

Scientific Program - Sunday & Monday

SUNDAY, MAY 27 (CONTINUED)

35) RECONSTRUCTION AFTER COMPLEX FACIAL TRAUMA: ACHIEVING OPTIMAL OUTCOME THROUGH MULTIPLE CONTEMPORARY SURGERIES

Rohit Jaiswal, MD, MPH* & Lee L.Q. Pu, MD, PhD, FACS

36) ACUTE NASAL RECONSTRUCTION WITH FOREHEAD FLAP AFTER DOG BITE

Andrew H. Huang MD* & Michael S. Wong, MD

37) INDIRECT CEREBRAL REVASCLARIZATION OF A LARGE SURFACE AREA WITH A TEMPOROPARIETAL FASCIAL FLAP IN PEDIATRIC MOYAMOYA PATIENTS

Wendy Wong, MD*, Matthew Hiersche, MD & Mark Martin, MD, DMD, FRCS

38) A NEW SPLICE SITE MUTATION IN THE CDH-1 GENE, IS THERE A LINK WITH OROFACIAL CLEFTING?

C.V. Ellis*, P. Sanchez-Lara, A. Panossian & Mark M. Urata, MD, DDS, FACS, FAAP

39) TO DRAIN OR NOT TO DRAIN? OUTCOMES OF SUBGALEAL DRAIN PLACEMENT AFTER PRIMARY CRANIOPLASTY IN CRANIOSYNOSTOSIS PATIENTS

Jessica Emelin, MD*, Ryan Wong, MD, Hal Meltzer, MD, Steven Cohen, MD

40) PRIMARY ALVEOLAR CLEFT RECONSTRUCTION WITH BMP: EARLY ASSESSMENT OF A COHORT OF UNILATERAL CLEFT LIP AND PALATE PATIENTS TREATED WITH TWO-STAGE PALATE REPAIR UTILIZING BMP AT THE SECOND STAGE

Jessica Emelin, MD*, Daniel Chang, MS & Amanda Gosman, MD

DISCUSSION

PRESIDENT'S DINNER RECEPTION & AWARDS

CEREMONY

6:30 PM – 9:30 PM



MONDAY, MAY 28

8:30 AM – 10:00 AM REGISTRATION/CONTINENTAL BREAKFAST

9:00 AM – 11:45 AM GENERAL SESSION

12:00 PM CSPS ANNUAL BUSINESS MEETING

12:45 PM CSPS NEW COUNCIL MEETING

PANEL

9:00 AM – 10:15 AM

TITLE: COMPLICATIONS - THE GOOD, THE BAD & THE UGLY - COMPLICATIONS (THAT NEVER HAPPENED TO ME) BUT HOW I HANDLED THEM

MODERATOR: Robert A. Hardesty, MD*

PANELISTS: Geoffrey R. Keyes, MD - *Rhinoplasty*

(DR. KEYES IS A BOARD MEMBER FOR SURGIMETRIX & A RESEARCHER FOR & GRANT RECIPIENT OF AN ASERF GRANT)

Steven A. Teitelbaum, MD - *Breast*

(DR. TEITELBAUM IS A RESEARCHER AND STOCKHOLDER FOR KYTHERA AND ULTRASHAPE)

Simeon Wall, Jr., MD - *Body Contouring*

(DR. WALL IS AN ADVISORY BOARD MEMBER AND RECEIVES A CONSULTING FEE FROM ALLERGAN AND MENTOR)

Aesthetic Society's Traveling Professor

This panel will cover the following complications:

- o Diagnosis and treatment of acquired & traumatic deformities of the nose*
- o Diagnosis and treatment of asymmetric breasts*
- o Common irregularities after body contouring - diagnosis and treatment options*

At the conclusion of this panel participants should be able to: 1) assess multiple strategies to handle the psychological needs of a patient with a complication; 2) formulate methods to personally cope (treating physician) with an untoward event; & 3) integrate risk management strategies into your practice to assist you with mitigating & preparing for a potential medical malpractice lawsuit.

COFFEE BREAK

10:15 AM – 10:30 AM

PANEL

10:30 AM – 11:45 AM

TITLE: ETHNIC RHINOPLASTY: MODERN TECHNIQUES AND APPROACHES

MODERATORS: Jay W. Calvert, MD & Ashkan Ghavami, MD*

PANELISTS: John M. Hilinski, MD*

Anita Patel, MD*

Ali Sajjadian, MD*

This panel will cover the following:

- o Evaluation of the ethnic patient*
- o Secondary rhinoplasty: revising the Asian nose*
- o Alar base reconstruction*
- o The Mestizo nose*
- o Persian rhinoplasty*

At the conclusion of this panel participants should be able to: 1) identify the diagnostic and treatment differences related to ethnic patients as it relate to rhinoplasty; and 2) examine the technical differences in performing certain operations for these patient populations.

ANNUAL BUSINESS MEETING

12:00 PM

NEW COUNCIL MEETING

12:45 PM

CSPS 62ND ANNUAL MEETING MAY 25-28, 2012
 THE HOTEL DEL CORONADO Deadline for Early Registration is May 4, 2012

LAST NAME (please print) _____ FIRST NAME _____ INITIAL _____
 ADDRESS _____ CITY _____ STATE _____ ZIP _____
 TELEPHONE (_____) _____ FAX (_____) _____
 E-MAIL _____ *Note: By providing us with your fax and/or e-mail, the CSPS may then contact you via these methods.*

If spouse/significant other is registering, please list name as you wish it to appear on the name badge: _____
 If you have a disability and may require special arrangements, please contact the CSPS at (510) 243-1662

TYPE OF REGISTRATION		Registration Fee Includes Scientific Sessions, Exhibits, Opening Reception & President's Dinner & Awards	
	Category	Fee Due	
CSPS MEMBER	<input type="checkbox"/>	\$ 325.00	\$ _____
MD GUEST	<input type="checkbox"/> Invited by: _____	\$ 1,395.00	\$ _____
APPLICANT/CANDIDATE (1st year only)	<input type="checkbox"/>	\$ No Charge	\$ _____
APPLICANT/CANDIDATE (2nd year)	<input type="checkbox"/>	\$ 425.00	\$ _____
PLASTIC SURGERY RESIDENT/FELLOW	<input type="checkbox"/> (Must have letter from program chair attached)	\$ No Charge	\$ _____

		Registration Fee Includes Scientific Sessions, Exhibits, Opening Reception & President's Dinner & Awards	
		Fee Due	
SPOUSE or SIGNIFICANT OTHER	<input type="checkbox"/>	\$ 159.00	\$ _____
CSPS LIFE MEMBER	<input type="checkbox"/> (Social events only, Scientific Sessions no charge)	\$ 159.00	\$ _____
NURSE/ASSISTANT (no charge for exhibits only)	<input type="checkbox"/>	\$ 259.00	\$ _____
Name _____ Title _____	<input type="checkbox"/>	\$ No Charge for Exhibits Only	\$ _____
(Must attach letter from your employer, who must be a CSPS member)			

OPTIONAL COURSES & EVENTS			
▲ Saturday, May 26th			
<input type="checkbox"/> CSPSERF Luncheon-1:15 pm	<i>No Charge for Donors</i> <input type="checkbox"/> <i>I am a Charter Member and/or donor</i>	\$ 45.00 Non-Member	\$ _____
<input type="checkbox"/> Instructional Course #1-2:00 pm - 4:00 pm	MOC-PS Course: Dupuytren's Disease	\$ 79.00	\$ _____
▲ Sunday, May 27th			
<input type="checkbox"/> Resident/Fellow Lunch Program 12:45 pm	Simeon Wall, Jr., MD (ASAPS Traveling Professor)	\$ No Charge	\$ _____
<input type="checkbox"/> Instructional Course #5 - 2:00 pm - 4:00 pm	MOC-PS Course: Facial Skin Malignancy	\$ 79.00	\$ _____
▲ Please use the separate registration form on page 14 for the ACLS and CPR Courses			

SOCIAL EVENTS		Your RSVP for the social events helps us plan for adequate food and refreshments. Please complete the following :	
<input type="checkbox"/> Saturday – May 26 – EXHIBITS & OPENING RECEPTION	HOW MANY ATTENDING _____	or <input type="checkbox"/> None	
<input type="checkbox"/> Sunday – May 27 – PRESIDENT'S DINNER RECEPTION & AWARDS CEREMONY	HOW MANY ATTENDING _____	or <input type="checkbox"/> None	

FEES & METHOD OF PAYMENT		TOTAL AMOUNT ENCLOSED (ENCLOSE A LATE FEE OF \$50 AFTER May 4, 2012) \$ _____	
My check is enclosed <input type="checkbox"/> or please charge my registration fees to the following credit card: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX			
NAME AS IT APPEARS ON THE CREDIT CARD: _____		AUTHORIZED SIGNATURE: _____	
BILLING ADDRESS OF CARD HOLDER: <input type="checkbox"/> SAME AS ABOVE OR: _____			
CREDIT CARD NUMBER: _____		EXPIRATION DATE: _____	
SECURITY CODE (3 or 4 digit number found on the front or back of your card): _____			

Upon receipt of your registration form and remittance, a REGISTRATION CONFIRMATION will be faxed or e-mailed to you. A late fee of \$50.00 will be charged to each person whose registration is POSTMARKED after May 4, 2012. A fee of \$75.00 will be charged for onsite registration.

REFUND POLICY: When written notice is postmarked by the dates indicated - 100% refund up to May 4, 2012; \$50.00 fee will be charged from May 4 – May 21. NO REFUND AFTER May 21.

HOTEL REGISTRATION: Please note the hotel reservation information is included in the **Newsletter** on page 16. Rooms are limited.

PLEASE MAIL OR FAX THIS FORM WITH REMITTANCE, PAYABLE TO CSPS, INC., TO:



2012 ACLS TRAINING/RETRAINING 2-DAY COURSE
 Course #2 – Part 1: SATURDAY, May 26TH — 2:00 PM - 6:00 PM
 Course #3 (SATURDAY) — CPR COURSE — Time TBA
 Course #5 – Part 2: SUNDAY, May 27TH — 2:00 PM - 6:00 PM
 The Hotel del Coronado

The CSPS is offering an ACLS Training/Retraining Course. The American Heart Association requires that you have a current CPR card in order to take the ACLS Training Course. The CSPS will also be offering a CPR course during the Annual Meeting to fulfill this requirement. To sign-up, please complete the form below and mail in your registration fee with your general registration form for the Annual Meeting. This course will give you 10 hours towards the ASPS patient safety requirement.

PLEASE NOTE: WE MUST HAVE YOUR REGISTRATION FORM IN FOR THIS COURSE NO LATER THAN APRIL 26, 2012. THIS WILL ALLOW US TO SEND YOU THE REQUIRED PRE-STUDY MATERIALS.

At the conclusion of this course participants will be able to:

- ▲ Identify lethal dysrhythmias
- ▲ List priorities for intervention in emergency situations
- ▲ Discuss therapeutic modalities in the cardiac arrest situation
- ▲ Describe methods for emergency medication administration
- ▲ Demonstrate techniques for airway management and adequate ventilation
- ▲ Demonstrate proper use of automatic external defibrillator
- ▲ Perform defibrillation/cardioversion in a safe, correct manner

The CSPS is accredited by the Institute of Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians. The CSPS takes responsibility for the content, quality and scientific integrity of this CME activity. The CSPS designates this educational activity for a maximum of 10 hours (includes 2 hours of pre-study) of AMA PRA Category 1 Credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.

Name: _____

TOTAL AMOUNT ENCLOSED \$ _____

Phone Number: _____

METHOD OF PAYMENT

Do you have a current CPR card?

YES NO

CHECK ENCLOSED

Will you obtain a current CPR card prior to the ACLS Course?

YES NO

PLEASE CHARGE MY CREDIT CARD IN THE AMOUNT OF \$ _____

Will you take the CPR course at the CSPS Meeting?

YES NO

I AUTHORIZE THE CSPS TO USE MY CREDIT CARD INFORMATION FROM THE CSPS ANNUAL MEETING REGISTRATION FORM AND THIS AMOUNT MAY BE ADDED TO MY REGISTRATION FEE FOR THE ANNUAL MEETING.

ACLS Training/Retraining Course Fees

ACLS Course Fee [Parts 1&2]\$315.00
 (includes pre-study materials & use of new book) \$ _____

SIGNATURE: _____

CPR Course Fee\$35.00
 (additional two-hour course—time of the course is TBA) \$ _____

NOTE: Fees charged do not represent revenue to the American Heart Association



CSPSERF - LUNCHEON

CSPSERF - VOLUNTEER OPPORTUNITIES

We would like to invite you to attend the CSPSERF luncheon that will be held on Saturday, May 26th at 1:15 pm. Please join us to find out more about what the CSPSERF's goals and objectives are, our exciting projects that we have coming up and how you may participate. *Please register for the lunch using the Registration Form on page 13.*

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LEGISLATIVELY SPEAKING, WHERE ARE WE?

TIM MADDEN, CSPS LEGISLATIVE ADVOCATE

The Budget Committees in the Legislature are just beginning to sift through Governor Brown's 2012-2013 budget. The Governor projects the budget deficit to be approximately \$9.2 billion. His budget proposes \$10.3 billion in cuts and revenues to balance the budget and still provide for a \$1.1 billion reserve.

The most significant cuts were to welfare programs and through a number of cuts in health care. The Governor's budget proposal also relies on a proposed tax initiative for the November election. This measure temporarily increases the personal income tax on the state's wealthiest taxpayers and temporarily increases the sales tax by one half percent. The measure guarantees these new revenues to schools and constitutionally protects the 2011 Realignment funds for local public safety.



If the initiative were to fail, the budget does include trigger cuts the most significant being a \$4.8 billion cut to schools and community colleges.

Looking at health care, I found a few items of note including:

- ◆ ***The Governor proposed the creation of a new "process" where the Medi-Cal program could implement "operational flexibilities" on a rapid basis without any regulatory process or review through the Legislature. One example of a program change they mentioned was to no longer fund avoidable hospital admissions. This item was targeted to save \$75 million a year.***
- ◆ ***Move children under Health Family program to Medi-Cal. This represents approximately 450,000 lives. This move will save \$64,000,000 through lower reimbursement to providers.***
- ◆ ***Move "dual eligibles" from Medi-Cal fee for service to Medi-Cal Managed Care. There are roughly 1.2 million Californians who are both Medi-Cal and Medicare beneficiaries. Medicare is the primary payer for these "dual eligibles" while Medi-Cal is the secondary payer. Most commonly, Medi-Cal pays for long term care costs. Dual eligibles tend to be low-income seniors and persons with disabilities with multiple chronic conditions and are among the state's highest-need and highest-cost users of health care services. Moving this population to managed care is estimated to save more than \$620,000,000.***

If the budget mess was not enough to focus on, Legislators introduced nearly 2000 bills this year. Actually, the number of bills is almost 20% less than in years past. Many believe the lack of money available for new programs is to blame for the smaller number of bills.

The advocacy team has reviewed all the bills introduced this year and have compiled the bills we will be tracking. Many of the bills are in "spot" form which means there is not any substantive language in them. These bills will be amended over the next 30-45 days so we will continue to track them closely. We have made initial recommendations on bills that have substance to them and the Legislative Committee is reviewing them.

There are two bills of particular interest to CSPS:

AB 1963 (Huber) and AB 2540 (Gatto) Both bills would tax services including elective cosmetic procedures.

AB 1963 (Huber) looks to change the tax code by reducing the sales tax level from 6.25% to 4% but then expand the services to be taxed. The expansion of the sales tax is directed to additional services. There is a list of exemptions which include medically necessary services which would pull elective cosmetic procedures.

AB 2540 (Gatto) expands the sales tax to other services including elective cosmetic procedures. The bill would then take those increased revenues and make them available to business owners for a state tax credit up to \$10,000.

The advocacy team has already met with Mr. Gatto's office and has meetings scheduled with Ms. Huber and other key Legislators. We are taking this threat to tax cosmetic procedures very seriously and have developed a plan to address our concerns with both pieces of legislation.

We have also been coordinating with ASPS who has given us extensive background on their battles on this issue in New Jersey and other states.

Other bills of interest include:

AB 1548 (Carter) AB 1548 (Carter) – This bill is a reintroduction of legislation sponsored by the dermatologists which would increase the fines for corporations violating the corporate practice of medicine. This bill is meant to motivate local authorities to take action against the med-spas that are violating the corporate practice of medicine.



MORE ANNUAL MEETING NEWS...

MAKE YOUR RESERVATIONS EARLY FOR THE HOTEL DEL CORONADO

1500 Orange Avenue - Coronado, CA



RESERVATION PHONE NUMBER:
(800) 468-3533

To receive the convention room rate, reservations must be made
under the CSPA Group Code name:

CA SOCIETY OF PLASTIC SURGEONS OR CSPA

ONLINE RESERVATIONS: A Hotel Reservations Link is
available on the CSPA Website at:

www.californiaplasticsurgeons.org

Room Rates:
Guestroom \$250.00**

**Room Rate: \$250/night + 8% Taxes + .045% California Tourism Fee + Coronado
Tourism Improvement District Charge .5% all assessed per night.

**Resort Charge: \$10/night and includes: daily newspaper delivery (M-Sat); in-room
bottled water; coffee & tea; fitness center access; fitness classes; local 800 calls, high-
speed internet access and \$20 discount off green fees at La Costa Golf Course; &
discounted attractions tickets.

**Parking: \$19/night self-park

Rooms are limited, so we encourage you to make your reservations early.

Please contact the CSPA Executive Office at (510) 243-1662 if you have
any questions concerning the 2012 CSPA 62nd Annual Meeting.

HOW DO I GET TO THE HOTEL DEL CORONADO?

TRANSPORTATION SERVICES TO/FROM THE HOTEL DEL CORONADO

Transportation services to/from the San Diego
International Airport will take approximately 15-20
minutes. The airport is located approximately 9 miles from
the Hotel del Coronado.

Taxi

\$30 each way

Hotel Shuttle

\$32 each way - you must schedule prior to your
arrival/departure

Toll Free: (888) 364-2315

LJ Transportation

Prices starting at \$115 (Town Cars, Limo Service, etc.)

Toll Free: (800) 453-5086

Rent-a-Car from Hertz

Please see information below on obtaining a
discount on renting a car through Hertz.

MEMBER BENEFIT!

HERTZ RENT-A-CAR

Hertz offers us year-round discounts on your daily, weekly, weekend and
monthly rentals for business or pleasure, traveling in the U.S. or worldwide.
CSPA Hertz CDP#1283712 is the key. Call 1-800-654-2210 or visit the
Hertz website at www.hertz.com when making your reservation. Then
present your Hertz Member Discount Card at the time of rental. We have
included a Member Discount Card for you to use for the upcoming meeting!

