



## AAWP President's Report

# Do Women Really Exist in the Political World of the APMA?

By Marlene Reid, DPM  
AAWP President

In March 2003, I had the opportunity to attend both the APMA House of Delegates (HOD) Meeting and the Leadership Conference in Washington, DC. The annual Leadership Conference brings together the leadership of the states and of the affiliated/related organizations such as AAWP, to present a strong presence to the US Congress. This conference helps to make our profession a player in the game of US politics. The first of the three day conference was spent becoming educated on the current issues and the official position of the APMA. The following two days were spent visiting our representatives and senators on Capitol Hill. 16% of the almost 200 participants were women, including the president of ACFOAM.

To become more politically involved within your state:

- Contact your senators and representatives two times a year.
- Establish yourself as a contact person for your district for your congressmen.
- Meet with your senators and representative yearly at their home offices.
- Contact your senators and representative through the APMA Legislative website regarding current issues affecting podiatry.

For more information visit [www.apma-online.org](http://www.apma-online.org).

The HOD Meeting is the annual business meeting of the APMA. It is there where the state delegates elect the Board of Trustees of the APMA. Approximately 10% of the delegates and alternate delegates in attendance were women. This seems extremely low, since women now represent nearly 50% of the students attending podiatric medical school. Congratulations to Dr. Kathleen Stone on her re-election to the Board of Trustees. Dr. Stone received the most votes of any of the six trustee candidates: 100 votes out of 129!

This year the AAWP had much more exposure at the meeting. AAWP donated \$2500 to PPAC (Podiatric Political Action Committee), which matched PPAC's highest contribution from last year. This donation was announced at the HOD. Two members of the AAWP Board were present to represent their states: myself (IL)

and Karen Glandon (OH). After discussions with several female delegates, AAWP is considering the idea of a women's caucus or gathering at future HOD meetings.

For those of you who want to become more politically involved in the APMA, it is important to become active within your state as well as with the related and affiliated organizations such as the AAWP. Become aware as to how your state chooses its APMA delegates. For example, many states only appoint or elect past state presidents to the delegate positions. It is also important to try to be appointed to one of the APMA Committees. Unfortunately, interest alone is not enough to be on a committee. The President Elect chooses the incoming committee members and they are often from the HOD members and the Board of Trustees. If you do wish to be on a committee, your need to submit a letter of intent to the President Elect by the APMA deadline, which is usually in February. The current President Elect is Dr. Lloyd S. Smith. The AAWP would be happy to consider submitting a nomination on your behalf. For more information contact Dr. Colleen Schwartz, AAWP Executive Director

As women in a male dominated political arena, we need to pull our resources together to make ourselves be heard and be represented both within the APMA and on behalf of the APMA. We need to support each other's aspirations and do what we can to help create opportunities for those of us who wish to be politically active in the wonderful world of podiatry.

### CADAVER LAB AT APMA MEETING

AAWP is sponsoring a Cadaver Lab entitled **Surgical Skills Workshop** at the APMA National Meeting in Washington, D.C. this August 7-10th, 2003. The workshop is on **Friday afternoon, August 8th, from 1:30-4:30**. It is a tract of the APMA academic meeting.

Participants will share a cadaver leg with one other surgeon. Topics may include 1st MPJ implant arthroplasty, midfoot arthrodesis, soft tissue anchors, subtalar arthroereisis, VAC assisted wound closures and other innovative surgical techniques.

This is AAWP's second cadaver lab in conjunction with the APMA National Meeting, and it's sixth cadaver lab overall. The tuition is only \$198. To attend, register for the APMA meeting and choose the Surgical Skills Workshop tract for Friday afternoon. Hurry, spaces are limited! Support AAWP at the APMA!



## AAWP BOARD 2002-2004

*Executive Director*

**Colleen Schwartz, DPM**

PO Box 593

Pleasanton, CA 94566

Fax 925-426-5617

E-mail drschwartzaawp@sbcglobal.net

*President*

**Marlene Reid, DPM**

6601-M S. Cass Ave.

Westmont, IL 60559

630-852-8650 • Fax 630-852-8612

E-mail mreiddpm@yahoo.com

*Vice President*

**Jane Andersen, DPM**

200 Chesapeake Way

Chapel Hill, NC 27516

919-929-5002 • Fax 919-960-2882

E-mail Jane@forevermail.com

*Treasurer*

**Pamela Sisney, DPM**

961 Woodcreek Dr.

Milford, OH 45150

513-474-4450 • Fax 513-831-6229

E-mail psisney@fuse.net

*Secretary*

**Karen Glandon, DPM**

P.O. Box 498922

Cincinnati, OH 45249

E-mail footprint@netzero.net

*Immediate Past President*

**Rachel Wood, DPM**

1207 S. Park Victoria Dr.

Milpitas, CA 95035

408-263-8141 • Fax 408-263-4746

E-mail rwoodfoot@aol.com

For change of address, please contact Treasurer Pam Sisney, DPM.

Communications regarding the newsletter should be addressed to Editor, Karen Glandon DPM.

The AAWP Newsletter is the official newsletter of the AAWP, Inc. The contents contained herein are not necessarily reflections of any policy or opinion of the AAWP, Inc. All articles represent the individual contributors who are at liberty to express their own views. We are willing to publish opposing viewpoints.

### PRESS SCHEDULE FOR NEWSLETTER

The AAWP Newsletter is published three times each calendar year. The deadlines for the newsletter are January 1, May 1 and September 1. Articles from the membership for publication are appreciated and encouraged.

For questions regarding advertising in the newsletter, please contact the Editor. Camera-ready ads are preferred.

Don't forget to use the AAWP Newsletter to announce special events/promotions, discuss topical issues, acknowledge members and student chapter activities/achievements, that promote women in the podiatric medical community.

# GRASSROOTS MARKETING YOUR PRACTICE: STRATEGIC PLANNING FOR SUCCESS!

*Marybeth Crane, DPM*

**S**uccess does not fall into your lap anymore. Patients do not just walk in the door because you hang your shingle. It is important to have a plan and follow through. If you are the only podiatric surgeon for 50 miles around your office, this discussion can still help you maximize your patient load. If you have 25 podiatric surgeons within 5 miles of you, pay attention! You can still be a success if you follow a simple plan!!

1. EVALUATE YOUR PRACTICE
2. DEFINE YOUR GOALS
3. DEVELOP A STRATEGIC PLAN
4. FOLLOWUP

## PRACTICE EVALUATION

### STEP 1: IDENTIFY YOURSELF/TARGET POPULATION

Identifying your personal strengths and weaknesses is the first step in defining your practice goals. What is your scope of training? [Wound care, ankle, reconstructive surgery, sports medicine] What kind of personality traits are your strengths? Weaknesses? [For example, if you are a gentle, calming type of person, children and seniors should be part of you target population; if you are relatively active and outgoing, athletes should be part of you target population] Do you have any relevant hobbies or interests? [Hiking, marathon running, senior center volunteer] Are you part of a discernible population group? [Women, Spanish-speaking, religion]

After you go through a period of self-introspection, you can identify the target population or niche you would like to explore. Niche marketing is the key to success in an overcrowded area.

## WHAT KIND OF PATIENTS DO YOU WANT TO SEE?

### STEP 2: CURRENT PRACTICE DEMOGRAPHICS

Identify your current patient population. This can be done by computerized spreadsheet from your database or by questionnaire. Age, sex, length of travel to office, referral base, types of pathology, workgroups (i.e., American Airline, Lockheed Martin, etc.), types of insurance, etc. ...WHO DO YOU CURRENTLY ACTUALLY SEE?

### STEP 3: AREA DEMOGRAPHICS

Identify your area demographics. This can be obtained from the local chamber of commerce, small business association, and insurance regulatory board. Age, ethnic groups, average income, job distributions, workgroups, distribution of HMO/PPO, etc.

## WHO ARE YOU CURRENTLY NOT SEEING?

More steps to come next issue ...

## AAWP Annual Meeting and Complimentary Luncheon

Saturday, August 9, 2003 • 12:30 p.m. – 2:00 p.m.

at the APMA National Meeting

Marriott Wardman Park Hotel in Washington, D.C.

Sponsored by the National Medical Foundation for Asset Protection

**PRE-REGISTRATION IS REQUIRED:** Fax your name and request to 925-426-5617 or email the information to [drschwartzaawp@sbcglobal.net](mailto:drschwartzaawp@sbcglobal.net).

# PU PICA AD

# SESAMOID DYSFUNCTION IN THE Athlete

Melinda R. Reiner, DPM

Pathology involving the sesamoidal apparatus occurs in athletes secondary to repetitive stress to that region. Certain foot types may also predispose one to these types of injury such as a plantarflexed first ray and the cavus foot.

Differential diagnosis of injuries which can occur in this area include:

Stress fracture, sesamoiditis, turf toe, osteochondritis, and intractable plantar keratosis.

Patients may complain of pain during running (especially sprinting and/or running hills), jumping activities, and sports which require "cutting" or pivoting off of the forefoot.

Clinical exam may reveal tenderness to direct palpation to one or both of the sesamoids, pain on passive dorsiflexion of the first MP joint, and swelling plantar to the first metatarsal head region.

Radiographic evaluation should always include three views of the foot (AP, lateral, and medial oblique). A sesamoid axial view in a non-acute injury may be helpful in identifying osteochondritis or an abnormal articulation between the sesamoids and the first metatarsal head region.

Sometimes other diagnostic modalities are required to identify the injury process present. A bone scan may be helpful in identifying non-union of a sesamoid fracture, stress fracture, or avascular necrosis. An MRI might be helpful in identifying osteochondritis. CT imaging can also be used in further evaluating the 1st metatarsal-sesamoidal articulation, non-unions, and healing of stress fractures.

Initial treatment is dependent upon the injury process present, once identified. Long-term treatment concentrates on removing any aggravating factors during training, modifying shoe gear, and use of an orthosis to unload the sesamoids.

Modification of shoe gear may include grinding down a stud on a cleated shoe if the stud is localized under the sesamoids, or use of a stiff plate in the forefoot to prevent traction on the sesamoidal apparatus (in recent years, companies such as Nike and Adidas have become more cognizant of this as an important feature to prevent turf toe in field athletes). Increased cushioning in the forefoot of the shoe can also aid in the athlete's comfort when returning to training.

An orthosis aims at unloading the sesamoidal apparatus. This may be accomplished by leaving the anterior edge of the orthosis shell full thickness, dispersion in the forefoot with a cutout under the 1st metatarsal head, and a poron or equivalent forefoot extension to increase cushioning. It is important to leave the heel contact points 1/8" thickness when leaving the anterior edge full thickness to prevent a "negative heel effect."

## SESAMOID FRACTURES

Sesamoid fractures are sometimes difficult to diagnose if a bipartite or multipartite sesamoid is present. Radiographic evaluation is not always definitive. A bone scan may be sensitive in ruling this out. MR imaging can also be helpful.

Treatment includes immobilization in a short-leg walking cast for 4-6 weeks, followed by an orthosis that unloads the sesamoids.

If symptoms persist greater than 6 months with conservative treatment, a non-healing fracture or avascular necrosis must be ruled out. Surgical excision of the affected sesamoid may be attempted or bone grafting of a non-union with application of a bone stimulator are options.

## SESAMOIDITIS

Sesamoiditis is an overuse injury which results in inflammation of the soft tissue structures about the sesamoids. Radiographic evaluation is generally negative, though a bone scan may show hyperemia to the affected sesamoid. This condition is treated conservatively with an orthosis to unload the sesamoids, accommodative padding, and/or shoe modifications.

## REFERENCES

1. Jones, DC, and Reiner, MR: Sesamoid Dysfunction. Foot and Ankle Clinics. 4:919, 1999.
2. Mann, RA, and Hagy, JL: The Function of the Toes in Walking, Jogging and Running. Clinical Orthop. 142:24, 1979.
3. Oloff, LM, and Schulhofer, SD: Sesamoid Complex Disorders. Clinics Pod Med and Surg. 13:497, 1996.
4. Van Hal, ME, et al: Stress Fractures of the Great Toe Sesamoids. American Journal of Sports Med. 10:122, 1982.



## Practice Management & Billing Software: What Makes Sammy Different from the Rest?

By Pamela Katz

Deciding which practice management or billing software to purchase is no easy task. You have to do research. Find out what your colleagues use. Look in some podiatry magazines and search the web for companies your colleagues might not be aware of, but might have the features you are looking for. After gathering the names of some software companies, do some research to find out the answers to the following questions: How long has the company been in business? How much do their programs cost? How many customers have they lost over the years to other vendors? Do their programs have podiatry specific features? How will their software help your practice?

ICS Software, Ltd. is based in New York and has been serving New York and its surrounding areas for 17 years. The owner, Ken Katz sold his first system to a Podiatrist in 1986. Since then the company has grown to serve over 600 doctors. Approximately two thirds of these doctors specialize in Podiatry. Ken is a computer programmer, not a Podiatrist. Because of this, he asks that his customers detail their needs and then he incorporates them into the programs.

In January of 2003, because of the increased demand for HIPAA compliant systems nationwide, Ken decided to release Sammy nationwide. The company is often referred to as "Sammy" because its' programs are called Sammy2000, SammyUSA, SimpleSam and SamNotes. The programs include the most current features available in any medical software program on the market today. Ninety nine percent of the doctors who bought Sammy are still using it today. The reason for this is not only because they are satisfied, but when discussing Sammy with non-Sammy users, they realize how many more features Sammy has than the rest.

If you are in the market to purchase a new program, visit us on the web and call us. Let us show you how Sammy can help your practice. We will be more than happy to provide you with a list of your colleagues who are current Sammy users. Ask them what they think.

[www.Sammy2000.com](http://www.Sammy2000.com)  
[www.SammyUSA.net](http://www.SammyUSA.net)  
[www.SimpleSam.net](http://www.SimpleSam.net)

*"The simplicity of the program and the helpfulness of the support staff is beyond compare. The program grows and advances almost on a daily basis, and those updates are automatically loaded onto my computer every 15 days. I can also enter patient demographics and do a claim (or any of the previous 10 claims per patient) very quickly and easily. And, I can transmit my electronic claims and post payments by clicking the mouse 3 or 4 times. I had a tough time believing that was possible before we bought the system."*

— Leonard Levitan, DPM

*"I have been using office management software since 1984. I started with Blue cross/Blue shields AMICUS system, which was bought out by Medical Manager. I left Medical Manager 5 years ago for ICS, because Medical Manager's support for podiatry deteriorated drastically, while the cost of support escalated. The vast majority of ICS's users are Podiatrists, although there are some MD's as well. Ken Katz will "tweak" your particular system for your own special needs. I believe ICS has the right combination of support and knowledge that cannot be beaten."*

— Marc Bendeth, DPM

# ICS Software, Ltd.

"Quality is priceless not expensive."

## SimpleSam



PODIATRIC BILLING SOFTWARE  
[www.SimpleSam.net](http://www.SimpleSam.net)

Microsoft  
CERTIFIED  
Partner

**\$1,995**

Billing  
Patient Demographics  
Electronic Transmissions  
Payment Posting  
Accounting Ledger Report  
End of Day Report  
Patient Statements

Context Sensitive e/p  
Preferences Settings  
Patient Memo  
Complete UPIN Directory  
Mistake Proof  
Automatic Updates  
Podiatry Specific Features

**DOWNLOAD YOUR FREE TRIAL VERSION OF  
SIMPLESAM ON THE WEB TODAY!**

**The Sammy Systems are now available nationwide!**

## SAMMY USA

PODIATRIC PRACTICE MANAGEMENT SOFTWARE  
[www.SammyUSA.net](http://www.SammyUSA.net)

**\$7,500**

### **FEATURES INCLUDE SIMPLESAM PLUS:**

Letter Generator  
Appointment Calendar  
Report Generator  
Patient Recalls  
End of Month Report  
CPT Utilization

Patient Origin Statistics  
Patients Accessed List  
Unlimited Internet Training  
Multi User  
Patient Credits  
Financial Period Reports

**Call us at (516) 765-2129 or e-mail [Sales@ICSSoftware.net](mailto:Sales@ICSSoftware.net) with questions.**

*Serving the Medical Community since 1986*

## A Unique Solution to the Liability Insurance Crisis

### LEARN:

- How to 100% protect professional and personal assets from lawsuits
- Proven alternatives to costly malpractice insurance
- Malpractice protection strategies your advisor needs to be using.

Also, learn ways to reduce taxes by 30-45%.

Don't Miss This Presentation  
Given at the  
**AAWP Annual Meeting**  
Washington, D.C.  
**August 9, 2003**

Presentation Sponsored and  
Complimentary Luncheon Provided by the  
National Medical Foundation for Asset Protection  
1-800-375-2453

## On the light side: 10 Practice Management Thoughts

Cynthia Mercado-Ciessau, DPM and Colleen Schwartz, DPM

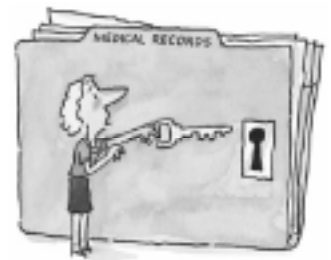
1. Patients who are troublesome to you are usually troublesome to everyone else in their life. Don't take it personally.

2. Treat employees well, but do not allow open discussion of personal problems during working hours. Your clinic is not a therapist's office. I have learned that business problems usually have a solution, and personal problems do not.

3. The bank deposit number is the most important financial number for your clinic's health.

4. Drop by the family practice and internist offices in your area so they know your face. Make sure to speak with both physicians and clinic managers.

5. HIPAA Matters! Never ever give original medical records or x-rays to patients. Although patients may claim right of ownership, the records are clearly your property and responsibility! You have, under HIPAA regulations, thirty days to release records. Explain to patients that 48-72 hours is required for record preparation. HIPAA information can be accessed on line from the U.S. Department of Health and Human Services at [www.aspe.hhs.gov](http://www.aspe.hhs.gov).



6. Make sure the front desk is collecting all copays. A patient the other day wanted me to report to his insurance company that he had paid his \$15.00 copay when in fact he had not.

8. Read business books and magazines. I enjoy reading biographies of leaders who started their own businesses. Books authored by the self-esteem guru, Norman Vincent Peale, help readers maintain a good attitude with the power of positive thinking. Magazines such as Entrepreneur.com and Inc.com are online providing endless free ideas for businesses including marketing strategies, steps to start and grow a business and employee management.

9. Recruit others to the profession. I have been in private practice with my Dad and brother for 11 years. Podiatry is a magnificent profession full of endless opportunities to help, educate and heal. Direct perspective students to the careers in podiatric medicine section at [www.APMA.org](http://www.APMA.org). An occupational outlook handbook for podiatrists and a guide on Podiatric Medicine: A Career That Fits Your Future are available. Promote our profession. We will all be rewarded.

10. If you are having a bad day in private practice during this time of recession, think of the executives who have recently been given pink slips and escorted by security out the door with their dinky box of belongings. When I picture this in my mind, I say, "thank you Dad and the dear Lord for giving me the capability to be self employed!"

Readers from Amazon.com suggest the following books on medical practice management:

*The Business of Medical Practice: Profit Maximizing Skills for Savvy Doctors* by Dr. David E. Marcinko, Hardcover- July 2002, \$69

*The Successful Physician: A Productivity Handbook for Physicians* by Marshall O. Zaslove, \$40

*The E-Myth Physician: Why most Medical Practices Don't Work and What to Do About It* by Michael Gerber, Hardcover- January 2003, \$16

**Absolutely Fabulous Feet**  
Cream & Soak

**Absolutely Fabulous Feet Cream**  
has been formulated to relieve dry, cracked and calloused feet. Especially beneficial for diabetic feet. Our foot cream can aid in improving circulatory functions and promote foot health. Use for feet, ankles, lower legs.

**Absolutely Fabulous Feet Soak**  
used in combination with Absolutely Fabulous Feet Cream may help to improve circulatory function and promote general health of skin on feet, ankles and lower legs. Formulated to aid sufferers of discomfort due to dry, cracked or calloused feet.

[www.absolutelyfabulousfeet.com](http://www.absolutelyfabulousfeet.com)  
To order call: 1-888-672-3377  
Distributor inquires call: 586-566-4741

Distributed by MSCEE, Inc.  
41880 Jeyes #112,  
Clinton Twp., Michigan 48038.  
©All Rights Reserved.

# Successful Year at NYCPM

Alecia Williams, President, NYCPM Chapter of AAWP

The 2002-2003 school year was full of activity for the NYCPM chapter of AAWP. No other organization on campus matched the plethora of activities. Newsletters were published to complement communication by email. Every affair was well publicized and had representation from members from the various classes of students. The newsletters also featured submissions by the freshmen representatives. The topics ranged from the actual experience of the school and the city to the technological implementation of the Palm® System in the classroom. Our second meeting of the school year welcomed the class of 2006. The guest speaker for this meeting was Dr. Michelle Schroeder, NYCPM clinical Faculty, who is new to NYCPM. Dr. Schroeder, who just recently completed her residency, spoke on her balance of family and career. 2002 also saw the club's participation in the American Cancer Society's Strides Against Breast Cancer Walk. Venante Charles, sophomore and vice-president, served as the team leader. She was responsible for assembling and coordinating the team of walkers. Thanks to her hard work and valiant effort, AAWP raised over \$500. To finish the fall semester, a canned food drive was held during Thanksgiving with the donated items given to the local Salvation Army in Harlem. The most recent event was our Annual Spring Luncheon. It was a grand affair, involving numerous clinicians and students from all five classes of NYCPM (2003-2007). The guest speaker was alumnus Dr. Patricia Nicholas, who spoke on her experiences in developing two practices while being married with three children. She was introduced by Dr. Terry Spilken, Dean of Graduate Medical Education at NYCPM.

Also in attendance was our AAWP's founder, Dr. Patricia Kopenhaver. Recognition went out to: Howard Granat Larealyn Crear Book Scholarship winners, sophomore Jennifer Vandemark and freshman Nadia Din; Outstanding Participation to sophomore Johanna Godoy; Outstanding Dedication to sophomore Vice-President Venante Charles, and Freshmen Representatives Nadia Din and Corrine Renne. Thanks to the support of all of the officers, the luncheon was a huge success. The 2003-2004 school year promises to be as eventful for the club.



Save the Date...Save the Date...Save the Date...Save the Date

## AAWP ANNOUNCES 9TH SCIENTIFIC SEMINAR

**Plan your seminars now...**

May 13th-16th, 2004 are the dates for the next AAWP Scientific Seminar.

We are proud to announce the location is the outstanding resort, **The Princess** in Scottsdale, Arizona.

We plan to have **25** Continuing Education Contact Hours, and we hope to keep the tuition competitive and affordable. Look for more information in upcoming newsletters and on the website, [aawpinc.com](http://aawpinc.com).

## 2003 APMA House of Delegates

Karen Glandon, DPM

The APMA House of Delegates (HOD) brings together delegates from the states to participate in the APMA's annual business meeting. This meeting gives direction for the activities of the APMA in the upcoming year in the form of resolutions, reviews the functions of the APMA via the bylaws and serves to elect the APMA leadership.

This year, the HOD considered 32 resolutions, 9 of which were either defeated or withdrawn. Of the 23 resolutions passed by the HOD, several are particularly noteworthy:

### **Resolution 7-03: OPT OUT OF MEDICARE**

Directs the APMA Board of Trustees (BOT) to continue to seek a remedy to allow podiatrists to opt out of Medicare

### **Resolution 14-03: INCLUSION OF PODIATRIC PHYSICIANS IN TITLE XIX**

Directs the APMA to seek a Congressional remedy to include podiatric physicians in the definition of physician in Federal Title XIX (Medicaid Statute)

### **Resolution 15-03: COUNCIL ON PODIATRIC MEDICAL EDUCATION (CPME)**

Directs the APMA to evaluate the source of and assist in ameliorating the tension between the CPME and its stakeholders

### **Resolution 24-03: MEDICARE PHYSICIAN FEE UPDATE**

Directs the APMA to work with Congress to recalculate the payment formula

### **Resolution 29-03: NATIONAL BOARD OF PODIATRIC MEDICAL EXAMINERS**

Directs the APMA to assist in the resolution of concerns of the NBPME, the Chauncey Group International and the students at the conclusion of the current legal proceedings

### **Resolution 30-03: STUDENT RECRUITMENT FUNDING**

Directs that the amount of \$175,000 be added to the 2003/2004 budget for the purposes of student recruitment

### **Resolution 31-03: RESOLUTION OF RESIDENCY INTERVIEW CONFLICTS**

Recommends that the CPME establish a requirement of residency programs not to interview prior to and/or in conflict with the Central Residency Interview Program (CRIP) weekends

Congratulations to Kathleen Stone, DPM, AAWP member, for her reelection to the APMA BOT and to Jane Andersen, DPM, AAWP Vice President, for her appointment to the APMA Public Relations Committee.

For a complete review of the proceedings of the 2003 HOD, visit [www.apma-online.org](http://www.apma-online.org).

### **FEMALE DELEGATES/ALTERNATE DELEGATES AT THE 2003 APMA HOUSE OF DELEGATES:**

Karen Brooks	Teisha Chiarelli
** Elba Chirel	Marie Delewsky
** Mallory Eisenman	** Rita Rae Fontenot
** Karen Glandon††	** Jondelle Jenkins
Nancy Kaplan	Rosario LaBarbera
** Carol LaRose	** Debra Levine
** Patricia Moore	Patricia Nicholas
Laura Pickard	** Marlene Reid†
Sharon Root	** Robin Ross
** Barbara Schlefman	** Jennifer Seuss
** Janet Simon	Ingrid Stines
Sylvia Virbulis	Andrea Leigh White
** AAWP Members	

† AAWP President

†† AAWP Secretary



American Association for  
Women Podiatrists, Inc.  
Colleen Schwartz, DPM  
PO Box 593  
Pleasanton, CA 94566

FIRST CLASS  
U.S. Postage  
PAID  
Tallahassee, FL  
Permit No. 706

ADDRESS SERVICE REQUESTED

---

# WCPL Rapid Diagnosis Ad



# Why is Membership in AAWP So Important?

Marlene Reid, DPM, AAWP President  
STUDENT SUPPORT

I must admit that I used to ask myself that very question. Over the last several years, my answer has expanded. I always felt that our organization was vital to the female podiatric students. As students, women have many questions and concerns unique to that of their male colleagues. We all know the questions: Does sexual discrimination really occur when interviewing for residencies? Does sexual harassment truly exist during residency? How do I run a successful practice and raise children? **The students will always depend on the AAWP, our support and our members** in helping them sort out these issues as they progress through their schooling. The AAWP also **supports students financially** through direct scholarships and through the FPME scholarship program to which we contribute.

EDUCATION

Our organization provides women the opportunity to lecture when they might not otherwise have the occasion. **Our educational programs feature female speakers.** By contrast, most other programs feature a disparate number of men, not representative of the podiatric community. The AAWP provides **excellent educational programs** that have been recognized by the APMA, component societies and other affiliated/related organizations. We are routinely approached by states and other groups to co-sponsor programs. The AAWP will be holding its second APMA Cadaver Workshop in August 2003 in Washington, DC. In May 2004, AAWP will sponsor a spa seminar in Arizona.

## POLITICAL ADVOCACY

I also now know that the AAWP provides women the opportunity to **become politically active** through doors that would otherwise not exist. Many other organizations may have their token women serving on committees, but it is unusual to find groups that have multiple women serving on their Boards. Many of our members began their political involvement with the encouragement and support we provided by nominating them for committees. Our recently renewed exposure on a national level has made others view us as a political entity and will continue to place active women in more prominent positions.

## SPONSORSHIP\$ & DISCOUNT\$

One goal of the AAWP Board is to make **membership more valuable for the individual member.** Regional meetings such as the one held at this year's Midwest Convention will provide educational programs along with a social setting. With our website advancing more each year, we hope to develop problem solving bulletin boards and a referral source for future associates. Additionally, **company sponsorships and**

**discounts** provide members with a direct financial incentive to belong.

The women in our profession need to stand together and support one another in their pursuit of happiness, harmony and success. Becoming a member of the AAWP helps us all achieve these lifetime goals.

## Application for Membership

New  Renewal

**Membership Requirements** An applicant must be a graduate or student of an accredited college of Podiatric Medicine.

Name \_\_\_\_\_

Office Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Home Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Office Ph. ( ) \_\_\_\_\_ Home Ph. ( ) \_\_\_\_\_

Fax ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

Are you an APMA member?  Yes  No (If no, see number 4 under membership category)

Are you a student?  Yes  No If yes, which college? \_\_\_\_\_

Anticipated graduation year \_\_\_\_\_

Alumnus of \_\_\_\_\_

College of Podiatric Medicine \_\_\_\_\_ Year Graduated \_\_\_\_\_

**Please circle membership category below:**

① **Associate Member:** \$25.00

② **Active Member:** \$75.00

Must be one of the categories below:  
(Please check one)

③ **Life Member:** \$600.00  
(One Time payment)

Students  Residents

1<sup>st</sup> Year Practitioners

④ **Friend of AAWP:** \$175.00

Enclosed is my scholarship contribution of \$ \_\_\_\_\_ for

Founders Scholarship  AAWP Fund for Podiatric Education

*Make checks payable to A.A.W.P. and mail today:*  
**American Association for Women Podiatrists, Inc.**

Pam Sisney, DPM, Treasurer AAWP  
961 Woodcreek Drive • Milford Ohio 45150

## Upcoming 2003 Podiatry Conferences and Seminars

---

Visit [epodiatry.com](http://epodiatry.com) for complete listing and direct links.

---

### Jun 27-29

19th Annual Summer Meeting  
Hilton Head, South Carolina  
American Orthopedic Foot & Ankle Society

### Jun 28-5

Alaskan Cruise Seminar  
Alaska  
Northwest Podiatric Foundation

### Jul 3-6

Annual Hilton Head  
Island Conference  
Hilton Head Island, South Carolina  
The Podiatry Institute

### Jul 17-19

Foot Care Symposium  
San Antonio, Texas  
Scott & White

### Jul 30-2

Clinical Symposium: Flatfoot  
Controversies and Perspectives  
Vail, Colorado  
American College of Foot and Ankle Surgeons

### Aug 7-10

Annual Scientific Meeting  
Washington, DC  
American Podiatric Medical Association

### Sep 11-14

Southwest Foot & Ankle Conference  
Dallas, Texas  
Texas Podiatric Medical Association

### Sep 12-14

Step by Step Approach to Surgical  
Procedures  
Pittsburgh, PA  
Goldfarb Seminars

### Sep 18-21

San Diego, California  
Reconstructive Surgery  
Of the Foot & Leg Update  
Podiatry Institute

### Sep 18-20

MPMA Annual Conference  
Grand Rapids, Michigan  
Michigan Podiatric Medical

---

Sign up for the August 8, 2003  
AAWP Cadaver Workshop Today!  
Space is limited to 48 and will be open to all  
APMA national meeting attendees!  
Email: [drschwartzaaawp@sbcglobal.net](mailto:drschwartzaaawp@sbcglobal.net).

---

# “Where did you get your shoes? They look so comfortable!”

Corinne Kauderer, DPM, Past President AAWP

*Editor's note: Following is a template of information you may wish to copy and modify for distribution to your patients.*

- **Brand preferences will vary.** Many shoe companies have merged today so there are less companies producing shoes. However, I have found that the US Shoe Company, makers of Naturalizers, Easy Spirit and Nine West produce a better every day shoe. Aerosoles and Diesel are now making funky, comfortable shoes for women.
  - **Purchase shoes late in the day,** when feet tend to be swollen.
  - **Ask to be measured.** Many times we purchase a size, but we need to purchase a shoe that fits. Shoe companies have various standards of measurement. Shoe widths, heel size, height and the shank of the shoe may all vary between styles and brands.
  - **Buy shoes where you are comfortable;** never be rushed into a purchase.
  - **Another important factor is heel height.** I recommend a heel height of under 2.5 inches. Heels over three inches tend to throw off the entire body's alignment.
- The search for the comfortable shoe is not an easy one. We all want to feel and look great. Our shoes helps us feel this way. That is why you must be happy with your shoe purchase and be a wise shoe shopper. Good luck shoe hunting!

## BUSGMS Chapter is Club of the Year

In March at the monthly FPMSA meeting, the Barry Chapter of American Association for Women Podiatrists was voted Club of the Year. Nominated by FPMSA president Barron Elleby, the AAWP was selected from 8 clubs within the FPMSA.

The club has had a very successful year under the leadership of officers Nicklya Harris (president), Ines Apolo (vice presidents), Leah Ford (secretary), Lisa Dodenhoff (treasurer), and Elizabeth Hernandez (parliamentarian). In addition to having monthly meetings, the members had events each month during the active school year. In the fall, the ladies had a foot keychain fundraiser. Thereafter, the ladies sponsored a panel discussion of female podiatrists and a supply drive for the Ann Stokes Rehabilitation Center. Donations were collected and made to the Miami Rescue League, Camilla's House and Charlies Home. Additionally, a Holiday party was hosted by AAWP.

In February 2003, the ladies of Barry's AAWP once again set out to help a very worthy cause by holding the 2nd annual Valentines Day Fundraiser for breast cancer research. Under the direction of parliamentarian Liz Hernandez, the ladies sold long stem roses and candy grams. The faculty and students were very supportive of the AAWP. Many bought several items, while some chose to give donations. The AAWP member with the most success was Sarah Phelps, who bought/sold 100 dollars worth of roses and candy grams for her class. She was rewarded with a gift certificate. With the success of this year's fundraiser, the ladies were able to donate 400 dollars to the American Breast Cancer Research Association.

The club will be granting 4 chapter scholarships this year, each for 200 dollars. To commemorate their accomplishments, the ladies received a permanent recognition in the display cabinet of the podiatry building. President Nicklya Harris received a plaque at the annual Teachers Appreciation Banquet. To end the year, the club had a banquet for members. Each member received a certificate of participation for their accomplishments and club activities. Three members had 100% event participation: Nicklya Harris, Lisa Dodenhoff, and Melissa Scala. The new officers for the 2003-2004 school year were also announced: Sarah Phelps (president), Kristy Osgood (vice president), Smitha Joseph (secretary), Joanna Balkaran (treasurer), and Monique Mitchell (parliamentarian).