

International

Newsletter of the

American

Anaplastology

Association

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# NEW! AAA Headquarters

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### from the editor

Dear Colleagues:

This issue of the Inside the AAA finds us in the midst of change, as seems to be par for the course for our organization as we continue to grow in success and size. Within this edition, forward motion, a theme that can only be deemed appropriate as we get together for the 20th Annual AAA Conference: Transforming the Team .

The most obvious transformation within our AAA team is the selection of our new Executive Director, chosen by a group of your peers to replace Sharon Haggerty. Get to know MaryAnne Bobrow and learn of the process the Selection Committee went through to bring her to us (page 3). And read about the exciting reason why Sharon Haggerty, who has served as your AAA Executive Director for five years, has chosen to step down at this time (page 5).

Your AAA Committees share with you the progress they have made over the past year and the initiatives developed for the future. Find out how your organization has been evolving to facilitate its Board, Committees and members to communicate more effectively amongst one another as well as with the medical and research communities we interact with professionally everyday (pages 6-7).

As we move forward amidst these many changes, some things remain constant and strong. The Inside the AAA consistently brings you an "In Focus" column which highlights the career of one of your members. This issue, the focus is on Todd Kubon and his journey to becoming a Medical Illustrator, Anaplastologist and clinical trial researcher (pages 4-5). In addition, this issue also provides you with the President's Message, where your President gives you her insight into the atmosphere of this year's conference, one that celebrates collaboration and invites dialogue amongst colleagues (page 2).

As we convene for our annual AAA conference, this year in San Antonio, I am again honuored and pleased to bring you news of your colleagues and your organization via our Inside the AAA newsletter. Please feel free to contact me with your thoughts and submissions.

Enjoy the Conference!

With sincerest esteem,

Akhila Regunathan, BFA, MS Newsletter Editor, Inside the AAA email: akhilaregunathan@cha.ab.ca



#### President's Message

Dear Colleagues:

What an exciting and busy time for the AAA! Our association continues to evolve as we embark on the the 20th annual conference of the AAA in San Antonio.



Texas -- where the atmosphere of multidisciplinary collaboration promises a multitude of new knowledge, professional developments, and exploration into the potential of our collective expertise. It is through this annual gathering of creative, intellectual minds that we can best mold the care for the population we serve.

This past year has been filled with board and advisory committee activity, as we work diligently in pursuit of AAA goals and initiatives. San Antonio promises to further propel committee work as your peer leaders continue to shape their goals, and where we are pleased to introduce new AAA Executive Director, MaryAnne Bobrow. With MaryAnne's additional expertise, we look forward to continuing our board and committee progress in the coming year.

As we move forward in the new year, we look recognize the value of the where we have been. In that spirit, the AAA extends warm and genuine appreciation to Sharon Haggerty, who has served resolutely as our Executive Director for the past five years. Sharon has consistently placed the interests of the AAA as her foremost priority in her role as Executive Director and Membership Chair. Sharon will continue in a consultation role as Membership Chair for the AAA working closely with MaryAnne Bobrow to ensure efficient transition of association management and membership. Thank you Sharon, for your hard work and commitment over the years, and we wish you the very best in your 'new' family role. You will be missed in San Antonio.

Share in the success of your committee leaders' hard work, by participating in the AAA Meet and Greet during conference registration. Learn about new AAA promotional and educational initiatives and receive your AAA Member Lapel Pins and Contact Cards. Initiatives in promotion, website development, conference planning, membership recruitment and education need your input. The success of these programs can only be determined and directed by you, the membership. We have set our sights high, and your input will help our ideas soar.

This year, San Antonio represents yet another opportunity for networking and collaboration with peer professional groups - a strategic initiative set forth by our Future Sites Committee. Pursuant to this, the AAA hopes to optimize on networking

opportunities with the annual meeting of the American Society for Surgery of the Hand (ASSH), and the American Society of Hand Therapists (ASHT) also taking place in San Antonio. Our 2006 and 2007 AAA conference venues in Miami and Washington DC offer similar opportunities.

Consistent with our vision to enhance visibility of the AAA within the global professional medical community, the 2006 and 2007 conference planning committees are exploring collaborative potential with peer associations including the AAMP (American Academy of Maxillofacial Prosthetics), ISMR (International Society for Maxillofacial Rehabilitation), IMPT (Institute of Maxillofacial Prosthetic Technologists) and AAO-HNS (the American Academy of Otolaryngology - Head and Neck Surgery).

The re-introduction of AAA Conference Awards and the establishment of the Walter Spohn Memorial Fund (WSMF) are other initiatives that the AAA recognizes as a means of providing recognition and incentive for members to participate at annual conferences and enhance professional development.

The Annual Conference represents one of the few opportunities for members to meet face to face. With this in mind, it is important that the AAA take advantage of this time to continue dialogues with other groups. The AAA is using San Antonio as an opportunity to learn more about the progress and future directions of the BCCA and the certification program that they are developing. In doing this, the AAA hopes to develop reliable lines of communication between the boards, so that the AAA can keep its membership better informed about the development of a certification program. Additionally, members will notice subtle modifications to the conference schedule with the AAA Business Meeting and Officer Elections taking place earlier in the program. These adjustments to the conference structure will contribute to smoother board transition and encourage transfer of information.

The items identified here represent only a fraction of the tasks that your board and committee leaders have been busy with over the past year. Conference time offers us the opportunity to reflect on where we've been and generate new momentum for where we hope to go in the future. Many new opportunities for growth and development are upon us. It is in our unified efforts that we will do great things.

Have a fantastic conference, as you share in the discovery and creation of new knowledge with your peers.

All the best,

Cosie

Rosemary Seelaus AAA President

# **Introducing Your New AAA Executive Director**

MaryAnne P. Bobrow, CAE, CMP

The AAA is pleased to introduce to you, our new Executive Director, MaryAnne Bobrow. After a thorough recruitment and review process of eligible candidates for the position, MaryAnne emerged as the candidate with the expertise to lead our association in future growth and development.



The Board appointed Selection Committee, led by Past President Jane Bahor, feels confident in their selection, as MaryAnne brings with her a wealth of experience, knowledge and commendations in the area of association management and event planning, including having received the 2004-2005 Association Executive of the Year Award, presented by the California Society of Association Executives.

"While our search resulted in many highly qualified candidates, the committee recognized a 'right fit' with MaryAnne - we believe her experience and expertise will enable our organization to grow, and prosper globally" says Jane.

MaryAnne officially began working with the AAA Executive Board and Former Executive Director, Sharon Haggerty on August 1st, 2005 to ensure a smooth transition in management as we approach the annual conference in San Antonio - traditionally a very busy time for the AAA. From the outset, MaryAnne has had to tap into her more than fourteen years experience in association management and event planning. During this transitional period, she has been working closely with AAA President, Rosemary Seelaus who commented:

"In the short time that I have been working with MaryAnne, I feel confident that her organizational skills, creative problem solving ability and attention to detail will serve the AAA well. Her flexible and diplomatic nature makes her a great addition to our administrative team."

Founder of Bobrow & Associates, an association and event management company, Bobrow is both a Certified Association Executive (CAE) and a Certified Meeting Professional (CMP). She is active in the American Society of Association Executives, the California Society of Association Executives (member of Capitol Regional Council, statewide Communications Chair, and Comoderator of the CEO Breakfast Forum), Meeting Professionals International (serving on the Board of Directors and as Communications Co-chair, both for the Sacramento Chapter), and the Professional Convention Management Association (serving on the 2005 Core Competencies Task Force).

We welcome MaryAnne aboard, and anticipate continued progress with our ambitious initiatives for the year ahead. MaryAnne will be participating actively in San Antonio and is eager to meet the individuals for whom she has been working so hard.

# **The Selection Process**

submitted by Jane Bahor, Past President

#### Selection Committee

Chair: Jane Bahor

Members: Robert Mann, Julie Jordan Brown (advisement from Sharon Haggerty and Gillian Duncan)

During the 2004 Cleveland Conference, the AAA Board was made aware that Sharon Haggerty, who has served our association since 2000 as Membership Chair and Executive Director, was planning to submit her resignation by the 2005 annual meeting.

The AAA Board began drafting a Request for Proposal (RFP) with the help of Julie Jordan Brown and Gillian Duncan. An RFP outlines the requirements for the position and invites the applicant to propose their qualifications and salary.

We pursued applicants by several methods including the placement of an advertisement on the webpage of the American Society of Association Executives that was submitted on April 16th, 2005 for the position of Executive Director of the AAA.

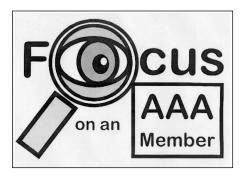
There were 15 persons who applied through the advertisement. A CD containing the RFP was sent to each applicant who applied. Nine proposals were received and reviewed by the Selection Committee. The committee rated these proposals along with the applicant's cover letter, resume and interim correspondence on a scale of 1-5. Of the nine applicants, six were interviewed by telephone. Our selection criteria of the applicants were in accordance with the guidelines and vision of the AAA Board as expressed in our RFP and approved by the Board of Directors in Banff, March 2005.

References and background were checked for each applicant. A specific question list for the references was used for consistency. Each finalist was interview by teleconference by the AAA Executive Board, using a predetermined questionnaire.

After reviewing the applicants proposals and interviews, a vote of the AAA Executive Board was taken for the selection of the new Executive Director. MaryAnne Bobrow of Bobrow and Associates in California was identified as the successful candidate.

The Search Committee and the Executive Board would like to thank Sharon for her faithful and diligent service to the association as Executive Director and for her help in MaryAnne's transition into the position. Sharon has done an excellent job for the AAA. As you may be aware, Sharon's responsibilities are expanding... along with her waistline! She is expecting her first child in September.

Congratulations and best wishes!



# *In Focus on Todd Kubon* by Wendy A. Smith RTC, CP (c)

They say that "Good things come in small packages", and Todd Kubon is no exception. Although Todd is short in stature, he is big of heart and has great compassion. Todd is certainly not lacking in wisdom or skill either. Not only does Todd use his talents to fit and fabricate beautiful and functional prosthetics, but he freely shares his techniques with colleagues through association participation, articles, and information exchanges. He is a true believer in education and his ongoing motto is "Find a job you love and you'll never work a day in your life".

Todd's career so far has been varied and interesting. He has worked in both the Dental and Ocular fields. As early as Grade 8, Todd knew he wanted to be a Medical Illustrator. His mother came across the program while searching for University courses. As a graduate student at the University of Illinois at Chicago, his primary interest centered on 3D modeling and animation. But instead of cyber world sculpting, Todd discovered the field of Maxillofacial Prosthetics, receiving direction from, who else, but Susan Habakuk.

Todd's new found career in Anaplastology was not the only good thing to come out of his master's program at UIC. He also found his wife, Adriana, who he met through gross anatomy class. Adriana, as a paediatric physiotherapist, has had to put her skills to the test as Todd



Todd Kubon, Jim Anderson: Director, Wendy Grennier: Unit Coordinator, David Morrison, Ralph Gilbert: Surgical Oncologist

describes her as his best friend and greatest supporter.

Todd's first job was in a dental laboratory where he spent most of his time making dentures. However, he feels that it has afforded him a unique perspective and an appreciation for the job he now holds. Frustrated with working in a limited environment, Todd was actually headed for Dental School but at the last minute found what he would describe as the ultimate job in Facial Prosthetics instead.

The Craniofacial Prosthetic Unit,
Department of Surgical Oncology at the
Toronto Sunnybrook Regional Cancer
Centre is where Todd currently works
as an Anaplastologist. He also sees
patients at the Hospital for Sick
Children's Microtia Clinic in the
Department of Pediatric
Otolaryngology.

Todd considers his previous work experiences valuable because they have allowed him access to a host of different problem-solving strategies. He has brought those strategies with him and uses them in a multidisciplinary setting where patients with losses due to cancer, trauma and congenital defects are treated. Most of all Todd loves working with children.

When Todd was young, he had to deal with being short and being made fun of. Emotionally, this left its mark but Todd has moved forward and finds it easier now to relate with children with facial differences and have empathy with their

parents and families. He recently received the "Dr. Richard Ten Cate Professional Community Service Award" for 2004 for his committee works, his contributing articles, booklets, other source materials, and for his ongoing endorsement of the organization "About Face International" which deals with all facial differences.

Todd finds the psychology of Anaplastology both for the patient and the provider a great challenge. "As Artists, we are invested emotionally in our work.... Suffering rejection can be a lot to bear even when it's easy to recognize that patient acceptance is not always within our control.... 'Burn out' can be an occupational hazard and it is important to allow yourself to sometimes say 'No' to the multitude of career demands and opportunities".

Todd has been an AAA member since 1997 and during that time he has written many articles of interest on a variety of subjects. He is also a member of the AAMP, ISMR and About Face International. One of the things that Todd would like to see in the future is a stronger push towards objective outcome studies in Anaplastology by Anaplastologists. "This will go a long way towards establishing a greater credibility (for anaplastologists) in the health care community as equal contributors of an inter-disciplinary prosthetic rehabilitation team".

Currently, Todd is working on a clinical trial: Self Concept in Young People with Microtia: A study to compare the



Todd and Adriana

impact of implant-retained ear prostheses, autogeneous ear reconstruction and a no treatment group. This is an important study and is the first of its kind. Anyone interested in contributing to the study should contact Todd.

In addition to their busy and demanding careers, Todd and Adriana have a renovation project planned for their home

and they hope to start a family in the near future. Todd loves dogs and is a novice golfer. He also enjoys camping and being outdoors in the sun as much as possible: a full plate indeed.

Todd is one of those people that makes the most of his gifts and I, for one, would like to thank him for his insightful articles and advice.

# **Best Wishes to Sharon Haggerty!**

submitted by Wendy A. Smith RTC, CP (c)

Sharon Haggerty is a delightful, energetic woman who I first met at an AAA Conference in Toronto in 1999. We immediately found common ground discussing hands and fingers and other somato prosthetics. We have shared a wealth of information since then.

Sharon is currently the Director of Custom Prosthetic Ltd., her private prosthetics practice in Seattle, Washington, USA. In addition to her private company, she also works part-time at the University of Washington as an Affiliate Faculty Member in the Prosthodontics Department. There, she sees patients needing facial prosthetics, almost all of them implant-retained.

Not only is Sharon very busy working in the Anaplastology field, but she has also been the AAA Executive Director for the past five years. She has done a stellar job of balancing the numerous duties associated with that position. Now Sharon has a new and exciting task ahead of her. She and her husband, Deane, are expecting their first child in early September. She is eagerly looking forward to her new role as a "Mom".



Sharon Haggerty at 38 weeks

AAA Executive Director
2000-2005

Sharon's interest in medical art began in high school. After seeing a medical art exhibit in a most 2000-2005 unlikely place, a department store, she set about finding out who medical illustrators were and where they got their training. She obviously did her research because she wound up training at the University of Illinois at Chicago with the likes of Susan Habakuk. Sharon graduated from that program in 1989. Following her medical art schooling, and a position at Loyola University as a medical illustrator, Sharon moved back to California where she engaged in several creative jobs. She had the interesting opportunity to work on the stop-motion animation movie, "James and the Giant Peach". She also worked at a studio fabricating exhibits for natural history museums and zoos. This is where she met her husband, who she married in 1997.

While travelling and working, one issue kept coming up, the need for the provision of hand and finger prosthetics. After being prompted by one of her mentors and fellow UIC graduates Lisa Leong-Tsang, Sharon moved to Seattle, Washington in 1995 to step in and take over a business in which fabrication of somato prosthetics had become a large component.

Since then Sharon has enjoyed working with a variety of clients. Some of the most challenging cases that Sharon has worked on have involved people who have suffered self-inflicted gunshot wounds. The resulting trauma to these patients, both physical and psychological, is challenging to address and often impossible to cure. Any improvement to the quality of life of these patients is met with mixed emotions. From a fabrication standpoint, building complex jaw and oral prosthetics can be extremely difficult. Patients are very appreciative of Sharon's efforts and as we all know, that appreciation brings joy and affirmation to our chosen careers.

Let's talk about Sharon as our AAA Executive Director, for a moment. She has held that position for the last five years and she has enjoyed many aspects of it, particularly making contacts with new AAA members. Sharon has enjoyed welcoming and encouraging the new members. She has gotten to know the community of Anaplastologists and we, in turn, have gotten to know her. Thank you, Sharon, for all the hard work and dedication, the smiles and the help. Please know just how much you are appreciated.

Sharon is planning to take some time off to enjoy motherhood, though I don't think she'll be gone for long. In addition to her new baby, Sharon has a dog "Mika" to look after, a garden to tend to and assorted artistic itches that need scratching. But there is that material research and the pull of finding better ways to fabricate prosthetics, calling to her.

# 2004/2005 AAA Committee Reports

#### Secretary's Report

submitted by David Morrison

The recording of the minutes has been made very much easier this year with the use of videoconferencing during monthly AAA Board meetings. The proceedings are recorded in audio/visual archive, making accurate transcription much easier. These secretarial duties will now be relinquished to a greater degree to MaryAnne Bowbrow, our new Executive Director but shall still be overseen and distributed by the AAA Secretary.

Your AAA Board continues to tackle many varied initiatives on your behalf and does so in a very proactive manner. The topographical landscape for Anaplastologists is changing in North America and Europe and these are interesting times to be sure. Participation in committee affairs is actively encouraged by your AAA Board. Any members who feel that they may be able to assist our profession in evolving into the 21st century are strongly encouraged to get involved.

#### **Sponsorship**

submitted by Robert Mann

On March 4th the Cochlear Corporation, makers of the Bone Anchored Hearing Aid [BAHA] acquired Entific, our longest standing and principle conference sponsor. This is a relationship that begun with P I Branemark and Nobelpharma during the 1990's, when attachment of facial prostheses was revolutionized by the advent of osseointegrated fixation. We are happy to say Cochlear is maintaining the relationship that existed with Entific with a contribution to the San Antonio conference of \$3,500, and we look forward to working with this dynamic organization in the future.

The fit between the two companies is perfect in terms of patient base as well as from a technological and a geographical point of view. By joining forces, it will benefit an increasing number of people. The Face to Face system is available through Cochlear and has been renamed Vistafix.

CAMP Healthcare and Texas Engineering Systems are also represented at the conference this year, and we thank them for the gracious support, as well as Accucast and Roland ASD for subscription advertising in the conference program. Smooth-on has offered donations of their products for the raffle draw and materials for our workshops; we look forward to the introduction of the Smooth-on prosthetic line at the 2006 conference.

# Walter Spohn Memorial Fund

submitted by Sharon Haggerty

The WSMF has received \$515.00 thus far in 2005. All donations came from AAA members as part of a membership drive. Thank you all for your support of this program, and the AAA's commitment to educational initiatives.

#### Newsletter

submitted by Akhila Regunathan

Though the Inside the AAA newsletter has gone through an editorial change this year, it has been successful in maintaining the biannual publication schedule that has been established over the past several years. True to the this committment to keeping Anaplastologists throughout the world in contact, the 2004/2005 AAA Newsletters have relayed events of the organization and activities by its members throughout its pages. Also, the Inside the AAA has been consistent in drawing attention to the lives and careers of our colleagues by highlighting a member in the "In Focus" column, diligently written and submitted by Wendy Smith.

The *Inside the AAA* has also been a place to congratulate our colleagues for their achievements in the field and their personal endeavors. The *Inside the AAA* committee will continue to strive to broadcast information to AAA members to help keep one another close at hand both professionally and personally. If you have infromation you would like printed in the newsletter, please email Akhila at akhilaregunathan@cha.ab.ca.

#### Education

submitted by Todd Kubon

The Education Committee has been in a holding pattern this year as its Chair, Todd Kubon, has been recovering from a work related neck injury. The Education Committee has fulfilled its obligation to take part in the planning of the Scientific

Program for this year's annual AAA conference in San Antonio. The initiative of the Education Committee is to work towards establishing recommended Standard of Practice guidelines until there is a recognized certification and licensing body for anaplastologists.

#### **Public Relations**

submitted by Suzanne Verma

A new public relations initiative was launched at the Advanced Digital Technologies in Head and Neck Reconstruction Conference in Banff (March 10-13, 2005). The AAA was well represented at the international meeting with a total of 14 members in attendance. The AAA had an exhibit booth displayed throughout the conference where interested colleagues and vendors could speak with our members and obtain materials about the AAA, such as promotional brochures for the annual meeting in San Antonio and contact information. Visitors to the booth were able to view a DVD presentation of Anaplastology case studies that included examples of work by your fellow members. AAA members attending the conference were provided with newly designed AAA business cards and lapel pins to enhance AAA member recognition and encourage networking with international colleagues. These pins and business cards will also be distributed to current AAA members during registration at our annual conference in San Antonio.

The AAA Public Relations committee is also in the process of developing a formal marketing and communications plan for our association. The formal plan will investigate opportunities in exhibit displays and multi-media promotional materials for the AAA. These projects will help the AAA in achieving the Public Relations committees' objectives: Primarily, to increase and maintain membership of the AAA, and secondarily, to create a visible presence for the AAA within the ancillary professional community.

With exciting projects on the horizon, the Public Relations committee is always seeking enthusiastic members who would

### **Committee Reports** (continued from page 6)

like to help in the effort. Please see Suzanne Verma, PR chair (sverma@bcd.tamhsc.edu) to join the committee. Remember, every member has the responsibility to personally promote the field of Anaplastology within their local medical community and abroad. By spreading knowledge and awareness of advancements in the field, we can each play a part in improving the quality of life for those patients needing our care.

#### Website

submitted by Joanne Muller

In addition to the new refreshed look of the AAA website, we continue to update the substance of the site to make it as useful to our members as possible. A "Related Conferences" page has been added to the "Conferences" section and provides links to non-AAA conferences that may be of interest to AAA members. The "Members Only" section has been expanded to include official AAA reference documents such as the Code of Ethics, Bylaws, and Handbook. Access to a list of current AAA Board of Directors and job descriptions will be coming soon to the "Members Only" section as well.

Reminder: Members can contribute to the value of the website by submitting notices of conferences and other technical and business information that might interest fellow colleagues. Submit to webmaster@anaplastology.org.

#### **Future Sites**

submitted by Paula Sauerborn

The AAA is planning to hold the 2006 annual meeting in Miami in coordination with the AAMP (American Academy of Maxillofacial Prosthetics) and ISMR (International Society for Maxillofacial Rehabilitation) meetings. We are presently working hard to find a new venue as the Fontaine Bleu will be closed for renovations next year!

Of the possible sites for 2007, the Board has decided on Washington DC as the AAA conference city. Our meeting will coincide with the time frame and location of the AAO-NHS (American Academy of Otolaryngology/Head and Neck Surgery) meeting being held September 16-19. We are discussing the possibility of a having a joint meeting at that time with the IMPT (International Maxillofacial Prosthetic Technologists).

# **Sharon Haggerty**

(continued from page 5)

In the next five years, Sharon hopes to see certification in Anaplastology become a reality and she would like to see more inter-disciplinary collaboration between the different professions associated with prosthetic work. It is important for us, as AAA members, to seek out other colleagues for communication and collaboration and discourage the isolation of working alone, something many of us experienced in our beginnings. We have much to share and much to learn from each other.

Good luck to you, Sharon, and I hope to see you at the next AAA Conference.

# Membership Update

submitted by Sharon Haggerty, Membership Director

Join us in welcoming the following new members who have joined the AAA since the 2003 conference:

Guy Louis-XVI Ottawa, ON, CA Harley D.-W. Nistrom Toronto, ON, CA Luca Facca Rome, IT Saleh Ali Khamis Riyadh, SA Jennifer Kennedy-Long Sion, CH Paul S. Grew London, UK James McInnes London, UK Emma Worrell London, UK Erin Donaldson Chicago, IL, USA Jennifer Gregory Lancaster, PA, USA John Imm Milton, FL, USA Michael D. Bain, BCO Saginaw, MI, USA Paul Tanner Salt Lake City, UT, USA Scottsdale, AZ, USA John D. Sittu Greg Bauer Tampa, FL, USA David O. Robinson Tampa, FL, USA Jennifer L. Robinson Tampa, FL, USA

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# Inside the AAA

Vol 8 No 2 Summer 2005

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## **NEW!** AAA Headquarters

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