



APSA 2008 PROGRAM

NOVEMBER 1 - 4, 2008

BUILDING A POWERFUL PLASTIC SURGERY PRACTICE IN 2008

Saturday, November 1, 2008

1:00 pm – 4:00 pm

Welcoming Reception -

Registration/Exhibits

- Registration
- Exhibits/Vendors
- Local Tour Info
- Door Prizes
- Refreshments

Start your meeting by joining old and new friends. Plan to meet with vendors, exchange information, finalize your registration, and pick up your "goodie bag".

4:15 pm – 8:30 pm

ASPS Opening Ceremonies and Welcome Reception

ASPS has invited APSA to join them for a complimentary evening.

Keynote Speaker – Bob Woodward, Journalist

Sunday, November 2, 2008

7:00 am – "I Want to be Involved" Informational Breakfast

7:30 am – 8:00 am
Registration/Continental Breakfast

8:00 am – 8:20 am
Presidential Welcome
Marilyn Jackson

Introduction of APSA Nominees

8:20 am – 10:20 am
The Seven not so Deadly Sins of Plastic Surgery Management
Karen Zupko, Zupko & Associates

10:20 am - 10:35 am
Break

10:35 am – 10:50 am
Back to the Future with APSA
PJ Watner

10:50 am – 11:50 am
Does Your Practice Have an Employment Brand?
Karen Felix, Human Resources Specialist

12:00pm – 1:00 pm Luncheon/Annual Business Meeting

1:00 pm - 5:00 pm
Vi sit ASPS Exhibits

Monday, November 3, 2008 (Joint day with PSAA)

7:30 am – 8:00 am
Registration/Continental Breakfast

8:00 am – 8:15 am
Announcements

8:15 am – 8:30 am
ASPS Update
*Richard D'Amico, M.D.
ASPS President*

8:30am – 10:30 am
Life Essential Coaching

Alison Miller, Ph.D.

10:30 am – 10:45 am
Break

10:45 am – 11:45 am
Technology for Every Office
Cheryl Toth

11:50 pm – 1:00 pm
Luncheon with PSAA

1:15 pm – 2:15 pm
The New Mix of Cosmetic Medicine
Neal Reisman, M.D., J.D.

2:15 pm – 3:15 pm
Marketing in an Up and Down Economy
Dana Fox

3:15 pm – 3:30 pm
Break

3:30 pm – 4:30 pm
Handing Back Option -Volunteering for Mission Trips
Alan Van Beek, M.D.

6:00 pm – 7:00 pm
Presidential Cocktail Reception- You are invited to join President Marilyn Jackson and fellow APSA members for a social hour of fun and relaxation.

Tuesday, November 4, 2008

7:30 am – 8:00 am
Registration/Continental Breakfast

8:00 am – 8:15 am
Announcements

8:15 am – 9:15 am
Fifty Ways to Treat a Wrinkle
Jeffrey Kenkel, M.D.

9:15 am – 10:15 am
Electronic Medical Records Panel
Cheryl Toth, Moderator

10:15 am – 10:30 am
Questions & Answers

10:30 am – 10:40 am
Break

10:40 am – 11:40 am
Psychosocial Aspects of Extreme Obesity and Body Contouring Surgery
David Sarwer, Ph.D.

11:40 am – 12:30 pm
Luncheon

Breakout Sessions:

12:30 pm – 1:30 pm

#1 – Practical Planning for Opting Out of Health Plans – Part A
Karen Zupko, Zupko & Associates

#2 – The Kindest Cut-Teenage Plastic Surgery, Reshaping the Body and Soul
Frederick Lukash, M.D.

1:30 pm – 2:30 pm

#1 – Practical Planning for Opting Out of Health Plans – Part B
Karen Zupko, Zupko & Associates

Continued-

1:30 pm - 2:30 pm

#2 –Round Table Discussion
Moderators - *Craig Person, M.D. and James E. Chappell, M.D.*

2:30 pm - 3:15 pm
Finding Hidden Revenue In Your Practice
Marie Olesen

3:15 pm – 3:30 pm
Closing Remarks
Final Door Prizes

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