



August 31, 2011

Dear OFPSA member,

The 2011 Fall meeting is only a couple of weeks away! Please find the information below in regard to the OFPSA meeting in San Francisco.

Registration for the meeting - Wednesday September 7th, 10:00a.m. - 8:00 p.m. and Thursday September 8th beginning at 6:00 am. The meeting will be taking place in the Moscone Center, there is a map included.

OFPSA Meeting-September 7th and 8th

On Thursday morning, there will be a New Member Welcome Breakfast in our meeting room starting at 7:30 a.m. Whether you are a new member or a returning one, please help us make the new members feel welcome. Our meeting begins at 8:30 a.m. Dress is business casual.

What to bring with you:

- The meeting rooms are always on the chilly side so dress accordingly, bring a sweater or jacket. The weather in San Francisco looks to be averaging 70 so please bring appropriate attire.
- Business cards to trade with other members. Having this contact information proves vital when it comes to finding someone in your situation.
- Most importantly bring your questions, concerns and struggles that you may face in your day-to-day operations. These questions can be submitted anonymously or present by you. Also, out of the box things that make your office tick, forms, projects, procedures, marketing ideas, benchmarking study etc., that you would like to share with other members, we encourage you to do so. The sharing of information is what makes this organization a success.

Sometimes it can be intimidating to be the new kid in unfamiliar settings. We have implemented a new **buddy system**, to help make the new experience a more enjoyable one. If there are any members interested in being an advisor and helping guide new members throughout the meeting, or any new members who would like to be partnered up with someone that has been through it a few times, please let us know.

We all know that it can become expensive to travel. Flights, registration and hotel rooms can certainly add up. If you are interested in sharing the expenses of a hotel room with another member, we can try to partner you up. Hopefully this will encourage those who were held back by financial hardships to attend!

We look forward to seeing everyone in San Francisco! Please do not hesitate to contact any of the board members if you have any questions.

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Our meeting is located at the Moscone Center in room 135. Please see the map below to help you find your way.



AGENDA -OFPSA Fall Meeting
San Francisco, Ca. September 8th and 9th

Thursday September 8th

- 07:30a 08:30a **New Member Welcome Breakfast**, Open to ALL members!
- 08:30a 09:00a **Opening Remarks**, AAFPRS President Jonathan Sykes, MD, FACS
- 09:00a 09:30a **Writing your ticket to Next year’s Meeting**, Triste Rosenbrough, RN
- 09:30a 10:45a **A New Era in Practice Management**, Karen Zupko, KarenZupko & Associates, Inc.
- 10:45a 11:00a **Break**
- 11:00a 12:00p **Creating Your own Path for Success**, Richard Linder, PCA Skin
- 12:00p 01:00p **Lunch with Exhibitors**
- 01:00p 01:45p **Mobile Marketing – Are you ready? Featuring Live Examples!**
Catherine Maley, MBA, Cosmetic Image Marketing
- 01:45p 02:45p **Innovation 2.0 – How to Filter and Integrate the Best of What’s Next**,
Jon LoDuca, The Wisdom Link
- 02:45p 03:00p **Break**
- 03:00p 03:45p **Your Web Voice – A Comprehensive Guide to Navigating the Virtual World**,
Tom Seery, RealSelf.com
- 03:45p 04:15p **Making Lasting Connections in Social Media: Methods to the Madness**,
Jeff Frentzen, Editor, PSP: Plastic Surgery Practice
- 04:15p 05:00p **From Problem to Solution Part 1, Peer Round Tables**
- 06:30p 08:30p **Welcome Reception, General Session**

Friday September 9th

07:30a	08:30a	From <i>Problem to Solution Part 2</i>, <u>Breakfast/Peer Round Tables</u>
08:30a	09:15a	Raise Your PR Profile with the AAFPRS Online PR Tool Kit, Deborah Sittig, Green Room Public Relations
09:15a	10:00a	Tough Choices, Righteous Decisions and Ethics, Steven Dayan, MD, FACS
10:00a	10:15a	Break
10:15a	11:15a	Thriving Through Change, Lesia Cartelli, Angel Faces
11:15a	12:00p	Jack Anderson Lecture, <u>General Session</u>
12:00p	01:00p	Lunch with Exhibitors, <u>General session</u>
01:00p	02:15p	Strategic Coaching, Peter A. Adamson, MD, FRCSC, FACS and Philip Miller, MD, FACS
02:15p	02:30p	Break
02:30p	03:15p	Enhancing Results and Revenue with Clinical Skin Care, Jennifer Linder, MD, PCA Skin
03:15p	03:45p	The Big Give Giveaway (Don't Miss!) and Officer/Committee Updates
03:45p	04:30p	Mystery Call Critiques – What you need to hear, Catherine Maley, MBA, Cosmetic Image Marketing
04:30p	05:00p	The New Playground: Reputation Management, Robert Baxter, Surgeons Advisor
05:00p	05:30p	Ask the Attorney – Open Q and A Forum, Michael J. Sacopulos, JD
05:30p		Closing Notes