SCARD
Society of Chairs of Academic Radiology Departments

New and Prospective Chair Orientation Program

In Joint Sponsorship with the Radiological Society of North America

JW Marriott Starr Pass Resort & Spa
Tucson, Arizona

October 16-17, 2008
FROM THE PRESIDENT

June 2008

Dear Colleague:

We are pleased to announce the eighth annual New and Prospective Chair Orientation Program, sponsored by the Society of Chairs of Academic Radiology Departments (SCARD).

The program is scheduled for the afternoons of Thursday, October 16, and Friday, October 17, 2008, at the JW Marriott Starr Pass Resort & Spa in beautiful Tucson, Arizona. AMA PRA Category 1 Credits™ will be offered. This meeting is in conjunction with the SCARD Fall Meeting, which will be held October 16–18, also at the JW Marriott.

These two half-day sessions are designed for newly appointed chairs, for senior faculty who are considering pursuing a chair position in an academic radiology department, for junior faculty curious to know more about what a chair’s responsibility encompasses, and even chief residents who have experienced the demands and pleasures of radiology administration and aspire to leadership later in their career. The program will focus on the major challenges facing academic radiology departments and how to solve them. The sessions will be both didactic and interactive. War stories from the trenches will be used as illustrative examples and ample time will be allotted for questions and answers.

Included herein, you will find a roster of the events, as well as registration and housing information. We suggest you make your hotel reservation promptly as rooms may fill up quickly. The deadline for housing is September 15 and the deadline for advance registration is September 26.

We urge all newly appointed chairs, whether permanent, interim, or acting, to attend. We also invite veteran chairs to send interested faculty members, either junior or senior, and chief residents to the course. Registration fees will cover course materials, two coffee breaks and box lunches. We encourage early registration to ensure a spot.

All attendees of this orientation are also encouraged to register for the SCARD Fall Meeting. Registration materials are available on the SCARD Web site at www.scardweb.org or through the SCARD office at 1-630-368-3731 or SCARD@rsna.org.

Sincerely,

Stephen R. Baker, MD
Chair, New and Prospective Chair Orientation Program
SCARD

Learning Objectives

At the completion of this meeting, participants should be able to:

• Understand the strategic imperatives affecting radiology chairs.

• Be aware of research initiatives and tactics at the local and national levels.

• Become familiar with methodologies and principles affecting the capturing, retention, and expansion of clinical income.

• Learn about the impress of new regulations on the chair’s freedom of action and attention to departmental protection.

• Gain insight into strategies for program and faculty development.

Accreditation and Designation Statement

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Radiological Society of North America (RSNA®) and the Society of Chairs of Academic Radiology Departments (SCARD). RSNA is accredited by the ACCME to provide continuing medical education for physicians.

RSNA designates this educational activity for a maximum of 8.0 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.
HOTEL RESERVATION FORM

Society of Chairs of Academic Radiology Departments Fall Meeting
JW Marriott Starr Pass Resort & Spa • Tucson, Arizona
October 16 – 18, 2008

Hotel Reservation Deadline: September 15, 2008

First Name __________________________ Last Name __________________________

Institution __________________________

Street Address __________________________

City, State/Province __________________________ Zip/Postal Code __________________________ Country __________________________

Phone Number __________________________ Fax Number __________________________ E-mail Address __________________________

**ACCOMMODATIONS** — Room Rate: $249.00 plus 12.05% tax and $1.00 per room night tax.

☐ Single (King Bed) ☐ Double (Two Double Beds)

Arrival Day/Date __________________________ Departure Day/Date __________________________

Person(s) Sharing My Room __________________________

**DEPOSIT PAYMENT**
To guarantee your reservation, please provide a credit card or a check equal to one night’s stay plus tax:

☐ MasterCard ☐ VISA ☐ American Express ☐ Discover ☐ Diners Club

Credit Card Number __________________________ Expiration Date __________________________

Name on Card __________________________ Cardholder’s Signature __________________________

Check # ________ (payable to the JW Marriott Starr Pass Resort & Spa for one night’s room plus tax)

WAYS TO MAKE HOTEL RESERVATIONS:

- Call the hotel at 1-888-527-8989 and inform the agent that you are part of the SCARD meeting to receive the special room rate.

- Visit the SCARD Web site at www.scardweb.org to access Marriott’s online reservations.

- Fax the hotel form to the reservations department at 1-520-791-6194.

- Mail the hotel form and check to the JW Marriott Starr Pass Resort & Spa, Attn: Group Housing, 3800 W Starr Pass Blvd, Tucson, AZ, 85745.

Check-in time is 4:00 PM
Check-out time is 12:00 PM

**Hotel Reservation Deadline: September 15, 2008.** Reservations made after the deadline date will be taken on a space-available basis and the SCARD hotel rate cannot be guaranteed.

**Cancellation Policy:** Your first night’s room deposit is fully refundable if canceled **72 hours prior to your arrival date.** Be sure to ask for a cancellation number.

**Confirmation:** The hotel will e-mail a confirmation upon request.
GENERAL INFORMATION

HOTEL ACCOMMODATIONS
JW Marriott Starr Pass Resort & Spa
3800 W Starr Pass Blvd
Tucson, AZ 85745
P: 1-520-792-3500  F: 1-520-792-3351
www.jwmarriottstarrpass.com

Set high in the Sonoran Desert with views reaching to the horizon, the JW Marriott Starr Pass Resort & Spa is Southern Arizona’s largest and most luxurious resort. Located just west of an area considered the birthplace of Tucson, this resort is rich with culture, history, and beauty.

Come indulge in a variety of ethnic and Southern-inspired restaurants. PRIMO will dazzle you with imaginative dishes inspired by the cuisine of Italy, Spain, and France. Dine inside or outside on the beautiful patio with breathtaking views of the Tucson lights. SIGNATURE GRILL uses foods influenced by Native American and Mexican traditions. This restaurant features robust, cowboy-inspired cooking with savory steaks, chops and seafood. CATALINA STEAKHOUSE, located at the golf course, offers spectacular views and a menu to match, featuring all-American fare with a Southwestern touch, including grilled-to-perfection steaks and seafood. SALUD offers breathtaking views and an extensive menu of tequilas and creative margaritas made from freshly squeezed juices. There is no better place to toast in Tucson than Salud.

HASJANI SPA is inspired by the healing properties of the Sonoran Desert and named for its revered saguaro cactus. Pamper yourself in one of the many lavish treatments that draw their inspiration from century-old healing practices.

STARR PASS TUCSON GOLF CLUB is a 27-hole Arnold Palmer Signature Golf Facility that offers stunning views of Tucson and surrounding Arizona mountain ranges. Accept the challenge posed by natural arroyos, dramatic elevation changes, and swirling winds created by the Tucson Mountains, while enjoying the scenic beauty of true Arizona desert golf.

Come experience the breathtaking views of the Sonoran Desert!

TRAVEL INFORMATION
The JW Marriott Starr Pass Resort & Spa is approximately 30 minutes from the Tucson International Airport. Taxi service from the airport starts at $30 (one way). The following car rental companies are available at the airport: Alamo, Avis, Budget, Dollar Car Rental, Enterprise, Hertz, National, and Thrifty Car Rental.

AAA Car Service offers a $50 rate from the airport to the hotel and a $35 rate from the hotel to the airport (rates subject to change). You are encouraged to book a reservation one month in advance. To make a reservation, call 1-520-573-8152.

AIRLINE DISCOUNTS
United Airlines is the official airline for SCARD’s Fall Meeting and is offering attendees special discounted fares. To take advantage of this offer, simply call United Airlines directly at 1-800-521-4041 and reference number 5535B. Reservation agents are available Monday–Sunday 7:00 AM – 12:00 AM (Eastern Time).

Preliminary Program Schedule

**Thursday, October 16, 2008**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:00 PM</td>
<td>Box lunches will be available for pre-registered orientation program attendees</td>
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<tr>
<td>12:30 PM – 1:30 PM</td>
<td>Leadership</td>
<td>Stephen R. Baker, MD</td>
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<tr>
<td>1:30 PM – 2:00 PM</td>
<td>Contracting</td>
<td>Ronald L. Arenson, MD</td>
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<tr>
<td>2:00 PM – 2:30 PM</td>
<td>Compensation Plan</td>
<td>Ronald L. Arenson, MD</td>
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<tr>
<td>2:30 PM – 2:45 PM</td>
<td>Break</td>
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<tr>
<td>2:45 PM – 3:30 PM</td>
<td>Accounts Receivable: Getting Paid for the Work You Do</td>
<td>Norman J. Beauchamp, Jr, MD, MHS</td>
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<tr>
<td>3:30 PM – 4:15 PM</td>
<td>Communication Skills: Strategies for Effective Critical Conversations</td>
<td>Jonathan S. Lewin, MD</td>
</tr>
<tr>
<td>4:15 PM – 5:00 PM</td>
<td>How to Protect Your Staff</td>
<td>Stephen R. Baker, MD</td>
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**Friday, October 17, 2008**

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<tr>
<td>12:00 PM</td>
<td>Box lunches will be available for pre-registered orientation program attendees</td>
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<tr>
<td>12:30 PM – 1:30 PM</td>
<td>Challenges to a Leader: Eight Case Studies</td>
<td>Stephen R. Baker, MD</td>
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<tr>
<td>1:30 PM – 2:15 PM</td>
<td>Turf Management</td>
<td>Norman J. Beauchamp, Jr, MD, MHS</td>
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<tr>
<td>2:15 PM – 2:30 PM</td>
<td>Break</td>
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</tr>
<tr>
<td>2:30 PM – 3:00 PM</td>
<td>How Do We Motivate Junior Faculty?</td>
<td>Stephen E. Seltzer, MD</td>
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<tr>
<td>3:00 PM – 4:00 PM</td>
<td>Faculty Discipline: How to Fire Someone</td>
<td>Stephen R. Baker, MD</td>
</tr>
<tr>
<td>4:00 PM – 4:30 PM</td>
<td>Questions to Faculty</td>
<td>Ronald L. Arenson, MD, Stephen R. Baker, MD, Norman J. Beauchamp, Jr, MD, MHS, Jonathan S. Lewin, MD, Stephen E. Seltzer, MD</td>
</tr>
</tbody>
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# MEETING REGISTRATION FORM

New and Prospective Chair Orientation Program — **October 16 – 17, 2008**  
JW Marriott Starr Pass Resort & Spa • Tucson, Arizona  

**Advance Registration Deadline: September 26, 2008**

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Degree</th>
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Name As It Should Appear On Badge (if different than above)

Institution

Street Address (select one: ☐ home address ☐ work address)

<table>
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<tr>
<th>City</th>
<th>State/Province</th>
<th>Zip/Postal Code</th>
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Daytime Phone Number  
Fax Number  
E-mail Address

Name of Accompanying Companion/Spouse

Emergency Contact Information (a person not attending the meeting with you):

<table>
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<tr>
<th>Name</th>
<th>Phone Number</th>
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**REGISTRATION FEES:** Onsite full conference registration fees are **$50 higher than advance registration fees**. Please check appropriate box and enter total fee enclosed. Registration classification is subject to SCARD approval and rate change.  
☐ SCARD Member.................................. $300  
☐ Non-Member...................................... $450  
☐ Department Business Manager...... $250  

Total Registration Fee ....................... $____

**METHOD OF PAYMENT**  
☐ Check (payable to SCARD in U.S. funds drawn on a U.S. Bank)  
☐ MasterCard  
☐ VISA  

*By sending your check to us, you authorize SCARD to convert the check into an electronic funds transfer. Please be aware that your bank account may be debited as soon as the same day we receive your payment.*

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<th>Expiration Date</th>
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Name on Card  
Cardholder’s Signature

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**WAYS TO REGISTER:**  
- Online at [www.scardweb.org](http://www.scardweb.org)  
- Fax credit card payments to 1-630-571-7837.  
- Mail check payments to SCARD, 820 Jorie Blvd, Oak Brook, IL 60523.

*Call the SCARD office at 1-630-368-3731 with questions concerning membership or meeting registration.*

*Cancellation Policy:* All cancellations must be in writing and received by **September 26, 2008**. A **$50** administrative fee will be charged per registration form refunded. No refunds will be issued after September 26, 2008.
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