

AOCD Thanks Corporate Members, Meeting Supporters

The AOCD would like to thank our corporate members and meeting supporters of the 2012 AOCD Annual Meeting. Without their monetary support, the College would be unable to bring its members quality educational venues. Please make sure to thank your representatives from the following companies:

- Galderma, Medicis (Diamond Level)
- Biopelle, Inc., Ranbaxy Laboratories, Inc. (Gold Level)
- Coria; Stiefel, a GSK Company; Valeant Dermatology (Silver Level)
- Abbott Pharmaceuticals, Dermatopathology Labs - Central States (DLCS), Ferndale Healthcare, Sanofi-Aventis, Triax Pharmaceuticals (Bronze Level)
- Warner Chilcott (Pearl Level)

The following companies provided meeting grants and support: Abbott Pharmaceuticals; Advanced Dermatology; Allergan, Inc.; Bayer Healthcare; Cole Diagnostics; DermPath Diagnostics; DLCS; DUSA Pharmaceuticals; Encite, Inc.; Ethicon, Inc.; Fallene Ltd.; Ferndale Healthcare; Galderma; Hill Dermaceuticals; Janssen Biotech; Merz Pharmaceuticals; Miraca Life Sciences; Onset Dermatalogics; Ortho Dermatalogics; Promius Pharma; Ranbaxy Laboratories; Stiefel, a GSK Company; TopMD Skin Care; Triax Pharmaceuticals; Tru-Skin Dermatology; Valeant Dermatology; and Warner Chilcott.

The College also would like to thank Fallene, Ltd. for its support for the 2012 Annual Meeting by sponsoring the tote bags, Tru-Skin Dermatology/The Shade Project for sponsoring the t-shirts, and Valeant Dermatology for sponsoring the registration portfolios. The AOCD would like to thank Terri You and Keith Waltrip from Abbott; Sean Stephenson, D.O., from DLCS; Alex Contreras from Galderma; and Brandon Hockenstad from Medicis for attending the first of many Presidential Celebrations, which was a huge success. The College extends a special thank you to Steve Heicklen from Ranbaxy Laboratories, Inc. for sponsoring the Presidential Celebration.

Looking forward, the 2013 AOCD Midyear Meeting is just around the corner. I have been busy working on obtaining exhibitors, corporate support, and grants; updating the Corporate Membership Brochure; and putting feelers out for our next Annual Meeting.

Tru-Skin Dermatology Brings Shade to Austin

Like many dermatologists, Daniel J. Ladd, Jr., D.O., saw the ever-increasing incidence of skin cancer in his younger patients. That is when he and his wife, Lurleen, decided to establish The Shade Project, an Austin, Texas-based non-profit organization dedicated to the prevention of skin cancer through education, outreach, and the building of shade structures where children play.

After one year of outreach and education efforts, The Shade Project dedicated its first shade structure at Lamar Middle School. The dedication took place during Skin Cancer Awareness Month on Don't Fry Day, May 25, 2012. "You can have wonderful play areas, but if they get too hot to play on, then they can't be enjoyed thoroughly," said Dr. Ladd, who serves as the Shade Project's Medical Director. This structure

now serves as a welcome point for students to socialize, a location for outdoor learning, and a venue for the community-at-large.

In addition, the Shade Project was recently awarded \$16,500 grant from the Austin Parks Foundation to erect another shade structure over the Rosewood Park splash pad, which caters to Austin's youngest children.

"We want to educate children and parents to take proper precautions when out in the sun, and we want them to have the opportunity to enjoy being active outdoors," said Lurleen Ladd, The Shade Project's Executive Director who was successfully treated for squamous cell carcinoma in 2011. "It is our hope to expand The Shade Project into other cities and inspire others to do their part in the battle against skin cancer."

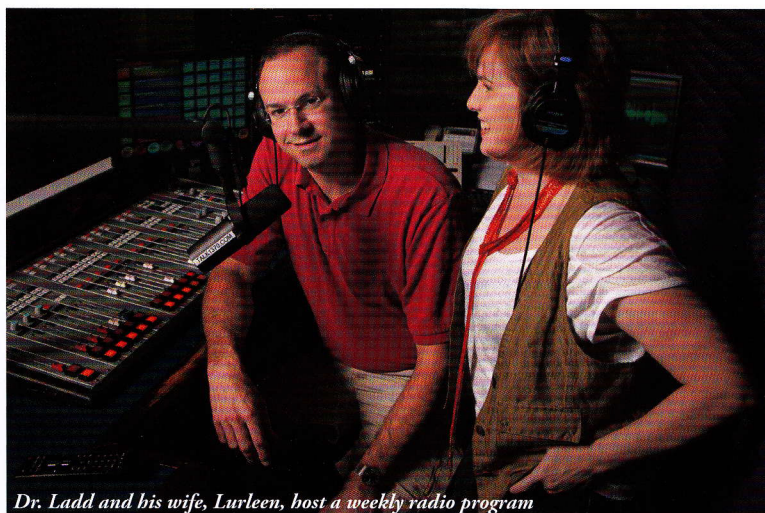
Dr. Ladd, the Founder and Medical Director of Tru-Skin Dermatology, also hosts the Dr. Dan Show, a weekly local radio program. Lurleen is the Co-Founder and Executive Director of the radio program that is dedicated to educating their community about healthy living, with a special emphasis on skin cancer prevention.

Finding innovative ways to prevent and treat skin cancer is what Tru-Skin Dermatology is all about. This year, Tru-Skin Dermatology became the nation's first dermatology franchise offering a proven business model that strengthens and supports the private practice of dermatology. By creating a network of dermatologists who receive key business and operations support, Tru-Skin Dermatology enables physicians to maintain a primary focus on patient care. While each Tru-Skin office provides a full range of medical and cosmetic services, the core value of skin health and skin cancer prevention is reflected at every level.

"Each patient contact, whether medical or cosmetic, is an opportunity to educate patients about skin health and their risk for developing skin cancer," Dr. Ladd advises.

For more information about Tru-Skin Dermatology and how to donate to The Shade Project, visit www.tru-skin.com.

Tru-Skin Dermatology is the newest Pearl Level Corporate Sponsor beginning in 2013 and a supporter of the Annual and Midyear Meetings.



Dr. Ladd and his wife, Lurleen, host a weekly radio program