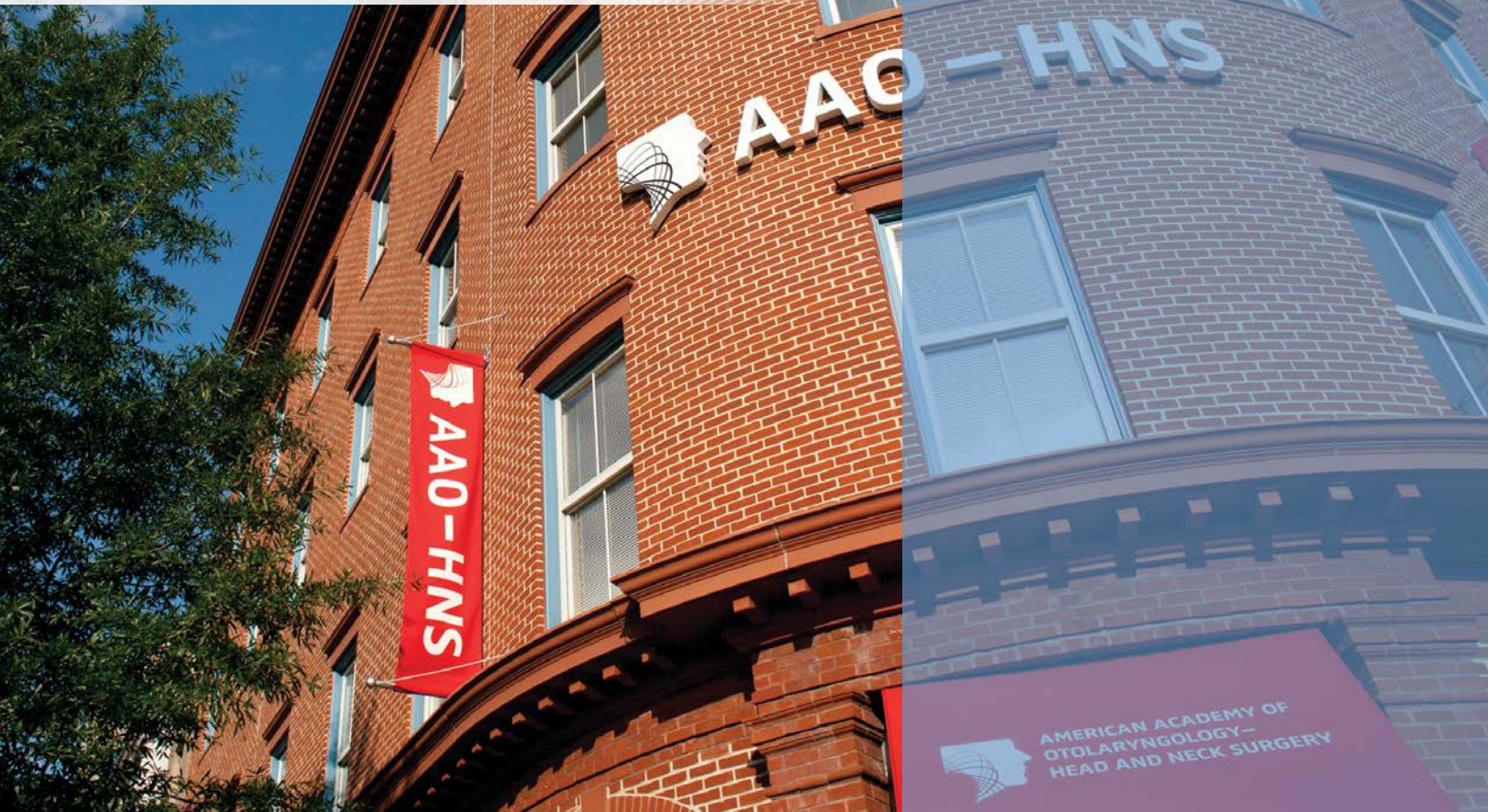




ANNUAL  
MEETING  
ISSUE

AUGUST 2013



# DONOR SPOTLIGHT



AMERICAN ACADEMY OF  
OTOLARYNGOLOGY-  
HEAD AND NECK SURGERY

F O U N D A T I O N





## Letter from the President

It is that time of year. In your email inbox and mailbox are communications regarding the 2013 AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup>. As the premier gathering of our specialty, this forum provides us the opportunity to keep abreast of important developments in treatment and research. If you are a resident or

young physician, this is your introduction to the Academy, a forum to grow a professional network and a platform to launch and build your career. We connect with members from every aspect of our specialty and from around the world. We meet at lectures, in hallways, over meals and during receptions. For all these reasons, our annual meeting is “the place to be.”

In this issue of *Donor Spotlight*, we learn the annual meeting is very special to the two members profiled. **David R. Edelstein, MD** describes his earliest experiences hearing a lecture as transformative and has not missed attending for 29 years. For **Betty S. Tsai, MD**, the annual meeting was integral to forming a solid foundation in her professional training. For both the Annual Meeting continues to be a vital, highly-valued source for learning.

Thank you, Dr. Edelstein and Dr. Tsai for sharing your experiences of engagement that motivated your philanthropy. Thank you, also, to all the members who are listed in this issue as Millennium Society and Hal Foster, MD Endowment donors. Your gifts provide the financial resources that fund our present programs and ensure the Academy’s successful future.

You will read the announcement of a new category of travel grant: one for young physicians created by our Development Committee’s commitment to engage emerging leaders.

We thank the generosity of **Dr. Nikhil J. Bhatt, Dr. Lee D. Eisenberg, and Dr. Jay S. Youngerman** for its funding in 2013.

I hope you are as inspired as I am by these articles. Each one reminds us how much is offered by the Academy and the Foundation over the course of our careers and how important our charitable support is to sustain them.

Thank you!

James L. Netterville, MD  
AAO-HNS/F President



## the Hal Foster, MD ENDOWMENT SOCIETY

The Hal Foster, MD Endowment Campaign continues to draw the interest of new donors as we march forward with the second phase of this historical campaign. The Annual Meeting will provide an excellent opportunity for working with many of the Foundation’s closest supporters to welcome them as new endowment donors. We are pleased to recognize the following individuals who have given generous endowment gifts:

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As of June 10, 2013

## Donor Spotlight: Betty S. Tsai, MD—Young Physician & Philanthopist

*"I have definitely benefitted a lot from the Academy. I want other people to have a chance to benefit from my contribution."*

**Betty S. Tsai, MD**, a member of the Academy since 2006, informed the Foundation in April 2013 of her decision to become a Life Member of the Millennium Society. Her philanthropy comes from a deep sense of appreciation to AAO-HNS and its Foundation. Dr. Tsai has agreed to share her story of why she decided to make a leadership level contribution.

Dr. Tsai explained that her involvement with the Academy started because the University of California San Francisco, Department of Otolaryngology, made it a requirement for all residents to join the Academy. She explains, *"We were all given application forms and told to fill them out. They paid our membership dues."* She recalls receiving the Academy "white journals" to keep current with relevant literature, and advocacy emails communicating Academy efforts to address key legislative issues of concern to the specialty.

Dr. Tsai has made use of the many resources that have helped her succeed during the different stages of her still young career. She cites the various educational materials that served her well in creating the foundation of her knowledge of the specialty including COOL, COCLIA, and all the online educational content available through AcademyU®. In addition, she and other residents at USCF were required to complete the Home Study Course. Dr. Tsai reflects, *"We all had text books, but these AAO-HNSF educational materials helped us focus our studying, which was invaluable to us as residents, and also in studying to pass the Boards."*

Dr. Tsai and her fellow residents were also required by their residency program to attend the AAO-HNSF



*"My reason for giving is to enable the Academy to have the time and money to develop resources to optimize training and learning opportunities."*

Betty Tsai, MD, CORE Resident Research Grant Recipient and Millennium Society Life member.

Annual Meeting & OTO EXPO<sup>SM</sup>. There the learning continued. *"If you go to the annual meeting you learn a lot about state of the art research, ideas, and so on. At the first meeting I attended, I was inundated with information. I discovered the Academy has so many resources I never realized existed before."* Dr. Tsai most enjoys the expert panel discussions utilizing case scenarios. *"You realize everyone does it a little bit differently. Each approach has its value and you see there can be more than one right approach. You learn to think it through and apply it to your own experience."*

From attending year after year, Dr. Tsai now has a network of mentors. As an otolaryngologist and an attending physician at the University of Oklahoma, she appreciates being

able to draw upon their knowledge when considering how to handle a unique patient case. *"I can pick the brains of those doing the same thing as I am, and they have so many more years of experience."*

Another important connection to the Academy and the Foundation for Dr. Tsai occurred when **Eric Kerizian, MD**, who was in charge of her resident activities, made her aware of the Centralized Otolaryngology Research Efforts (CORE) Program. Every resident in her program was encouraged to apply for a CORE grant. Some of the faculty, including **Larry Lustig, MD**, were involved in the CORE grant review process.

To Dr. Tsai, the CORE program was a special and exciting way to join the ranks of researchers. She was aware that extramural funding, such as from NIH, is typically awarded to those who are well established in their careers. Dr. Tsai explained that as a resident applying for a CORE Resident Research Grant *"you have a level playing field for applying as opposed to trying to compete against PhDs and those who have decades of experience."* She felt encouraged tackling the task of writing a grant knowing that she would be competing with people with similar research skills and backgrounds.

Dr. Tsai describes the process of developing a grant as an important learning experience and entailed much more work than she first anticipated. *"I had learned how to write a grant as a graduate student but I had never actually put one together. This is something you have to learn by doing it. You have to learn to* **Continued on page 7**

## Donor Spotlight: David R. Edelstein, MD – Academy Inspires Endowment Gift

David R. Edelstein, MD is well known to members due to his distinguished career and extensive record of volunteer leadership at AAO-HNS including roles with the BOG and membership on committees such as Geriatric, History and Archives, Socioeconomic and Grassroots; and other leadership roles in societies of the specialty.

Dr. Edelstein and his wife, Eve Lesser, chose to make a philanthropic contribution to the Hal Foster, MD Endowment in 2013. This charitable donation also qualifies as a Millennium Society Life Member level contribution. Recently Dr. Edelstein took time to describe how his experiences and involvement with the Academy led to the decision to make this leadership level gift.

### A Passion for the Annual Meeting

Dr. Edelstein is passionate about attending the AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup>, *"In fact I have never missed one in 29 years.... Right after I graduated from my residency program at Mount Sinai in 1984, I attended my first annual meeting. And I have to say, it was love at first sight because I attended a few lectures that were truly spectacular."*

In particular, he recalls a memorable lecture given by **Robert Jahrsdoerfer, MD** and **Burt Brent, MD** that addressed reconstructive surgery for children missing the external ear canal and outer ear as a *"three hour tour de force."* Just beginning his career, as an attending physician, Dr. Edelstein was particularly delighted at the opportunity to ask questions of these prominent doctors. *"That was a watershed experience that changed me."*

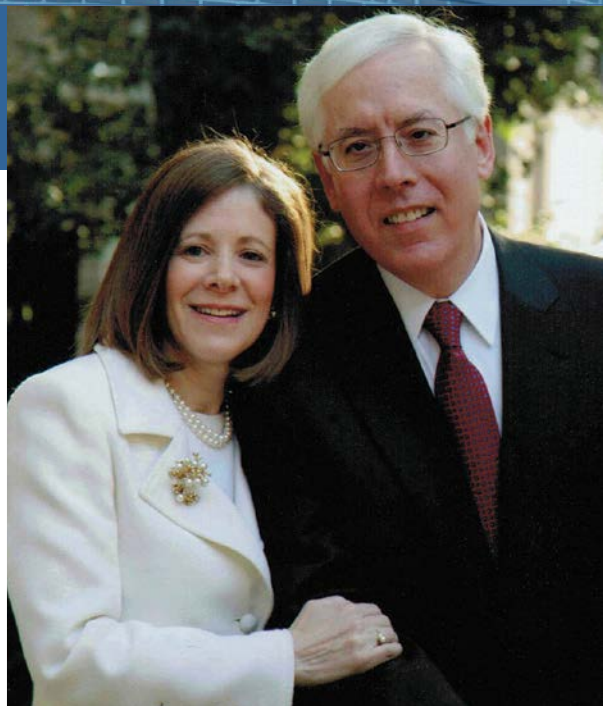
Now as Chief of the Department of Otolaryngology-Head and Neck Surgery at the Manhattan Eye, Ear and

Throat Institute (former Hospital) of Lenox Hill Hospital, Chief of Nasal and Sinuses Disease at the Manhattan Eye Ear and Throat Institute and Lenox Hill Hospital, and Co-director of the Center for Sinus and Nasal Disorders of the New York Head and Neck Institute of the North Shore/Long Island Jewish Health System, Dr. Edelstein is passionate about mentoring his numerous residents. Not surprisingly, this includes urging them to attend the annual meeting. *"For junior people, it's a very valuable experience. They can hear new papers, attend research lectures, watch lively morning programs and interact with world class presenters especially at the afternoon lecture series."*

### Academy Engagement

When asked about his involvement with the Academy, he replied: *"Along the way I have sat on a number of committees – Infectious Disease, Development, Geriatric, the History & Archives, and Hearing Committees. With every one of these committees, I felt that the Academy was interested in what I had to say. It's been a very good interaction. The Academy has changed me, and I think I have had my effect on the Academy."*

Dr. Edelstein, a history and philosophy of science major in college, deeply values the commitment of the History and Archives Committee to record the evolution of the specialty, which he describes as having undergone



*"I viewed this contribution as important money that will allow another young otolaryngologist 30 years from now, to attend a meeting and say that they met a leader in the field, heard new research and had the same reaction that this was a spectacular educational experience."*

David Edelstein, MD & Ms. Eve Lesser

dramatic change over the past 30 years of his own career. *"I have had the luxury of being trained by people who are some of the pillars of otolaryngology – Stuart Strong, MD who originated the use of CO2 laser in the head and neck, Hugh Biller, MD one of the fathers of conservative laryngeal surgery, and Simon Parisier, MD one of the early investigators in the use of cochlear implants especially in children. These are people who are still alive and they have a lot to say."* He notes that this committee is one of the ways that these stories are recorded and remembered.

As Chair of the BOG's Socioeconomic & Grassroots Committee, Dr. Edelstein sees his role as providing a critical link to members – especially practitioners - who are looking for ways to solve problems regarding quality of care, safety for patients and the business of medicine. Although most of his career has been



David Edelstein, MD, Chair of the Academy BOG's Socioeconomic & Grassroots Committee with Drs. Wendy B. Stern, Sanjay R. Parikh, Stacey L. Ishman, Paul M. Imber, DO, Denis C. Lafreniere, Susan R. Cordes, Sujana S. Chandrasekhar, Peter J. Abramson, and Joseph Hart.

is proud, Dr. Edelstein immediately spoke of his time as a Development Committee member and the conversations that gave rise to what is now the Millennium Society. *"This was nearly ten years ago. We were coming up with lots of ideas. We said, 'There are people willing to donate and people willing to do things and we should recognize them.' And I think it is fantastic that the Millennium Society was organized."*

Out of these brainstorming discussions, Dr. Edelstein thinks that the best idea adopted was establishing the Hal Foster, MD Endowment. *"I won't take credit for it. But I know we talked as a committee about ways people could put the Academy in their wills, etc., and find a way that people's influence on the Academy will extend long beyond their active careers—in this case, beyond their lifespan. It was a way people could recognize the Academy as a place we could make serious donations. I am glad they adopted this because you know that the organization will be there in some form and that people will be working on fundraising for the endowment. I think that was an important moment."*

So what prompted Dr. Edelstein to contribute with his wife's support to the Hal Foster Endowment? Recalling the inspiring lecture jointly presented by Dr. Jahrsdoerfer and Dr. Brent at his first annual meeting, Dr. Edelstein responds: *"I viewed this contribution as important money that will allow another young otolaryngologist 30 years from now, to attend a meeting and say that they met a leader in the field, heard new research and had the same reaction that this was a spectacular educational experience." This philanthropy, he says, is his way to give back and ensure "that what we do at the Academy will continue. The endowment is very important. There are issues that the Academy addresses that need to be supported into perpetuity, and this was my way of providing support for that effort."*



Left to Right: Drs. Robert R. Ruben, Lawrence R. Lustig, David R. Edelstein and William A. Wood tour the History Factory in 2012 in front of a wall of AAO-HNS archived files.

in academic medicine, his institution required the chair and all members of the department to operate as if private practitioners. From this, Dr. Edelstein acquired the perspective of a private practitioner and an appreciation for the challenges they must address. For Dr. Edelstein, the BOG is an important link between members and the many Academy resources. Members, especially

private practitioners, are made aware of the key legislative issues and changes in healthcare impacting the specialty. The BOG also facilitates mobilizing members at the grassroots level with legislative efforts and through collaboration with other medical societies.

### Leaving a Legacy

Asked to recall efforts of which he



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We would like to extend a special thanks to all of our 2013 Millennium Society donors for their generosity and, more importantly, for their commitment to advancing our specialty.

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As of June 10, 2013

<sup>1</sup> designates a Board of Director member

\* designates a Development Committee member

Dr. Tsai—Continued from page 3

*put the key points of the background and explain to them why you have this hypothesis and what you propose to do in 10 pages. It's actually not as straightforward as you think. I realized there was more than just the science behind it, but also the logistics, and the materials, and finding a project that actually fits into the budget that meets the guidelines, that is doable."*

Not only did Dr. Tsai gain new grant writing skills. She was successful in obtaining a \$10,000 CORE Resident Research Grant. Her research topic was "Effect of Cochlear Capsule Bone Matrix Material Properties on Hearing." Dr. Tsai is extremely grateful for receiving this funding, and is grateful to have what she considers a "rare and invaluable opportunity" to conduct research as a resident and for securing financial resources that may not have been provided in any other way. Dr. Tsai's appreciation for this opportunity as a resident continues to grow as she now writes grants as an attending physician at the University of Oklahoma.

For Dr. Tsai all of these Academy resources and experiences influenced her decision to make a Millennium Society Life Member level donation. She explains that the educational resources, the many valuable facets of the annual meeting, and being a CORE Resident Research grantee, have all played a role over time in shaping and contributing positively to her career in the specialty.

Dr. Tsai has chosen to direct her charitable support to the area of greatest need. She outlines her reason for giving this unrestricted support in this way: "I have definitely benefitted a lot from the Academy. I want other people to have a chance to benefit from [my donation]. My reason for giving is to enable the Academy to have the time and money to develop resources to optimize training and learning opportunities. Our membership dues only pay for so much. I am sure it takes a lot of time and money to develop these educational resources, including those on the web. As a resident I had the opportunity to do research through a CORE grant and I want others to have the same opportunity. Even though I have not been able to take part in the Academy [humanitarian medical] mission trips, these and the travel grants require donations. My contribution is going to touch a lot of lives. It's going to help all those who use these resources."

## The Millennium Society Donor Appreciation Lounge



One of the many ways we thank you for your generosity is by offering access to the **Millennium Society Donor Appreciation Lounge** during the 2013 AAO-HNSF Annual Meeting & OTO EXPO<sup>SM</sup>. Each year, we receive enthusiastic feedback regarding how much donors appreciate the use of this space. It provides a quiet area to take a break, recharge both yourself and your electronic devices, check messages, connect with colleagues, and enjoy light meals and refreshments.

The lounge will be available to Millennium Society members from 7:00 a.m. to 5:00 p.m. Sunday, September 29 through Tuesday, October 1, and

7:00 a.m. to 2:00 p.m., Wednesday, October 2. Guests accompanying a current Millennium Society member for lunch will be admitted at a nominal fee.

The Millennium Society is a philanthropic recognition society for members who make an annual gift of \$1,000 or greater. The Young Physician member level is a contribution of \$250. This giving level is established for resident members who are up to five years out of residence or under 40 years old.

Wish to renew your Millennium Society status or join? Visit: [www.entnet.org/donate](http://www.entnet.org/donate)

Questions? Contact Mary McMahon, Director of Development, 703-535-3717 or [mmcmahon@entnet.org](mailto:mmcmahon@entnet.org)

# Announcing Young Physician Leadership Grants

In an effort to engage young physicians in the Academy early in their careers, the Development Committee has created and funded three Young Physician Leadership Grants. It is commonly observed that those who understand an organization and are involved have a greater tendency to want to become involved and “give back” to that organization. The funding comes from the generosity of three members of the Development Committee inspired to give philanthropy now to encourage future charitable support from the youngest demographic cohort.

These grants allocate two travel stipends of \$500 to each recipient to attend the 2013 AAO-HNSF Annual Meeting and OTO EXPO<sup>SM</sup>, as well as the 2014 BOG Spring Meeting & OTO Advocacy Summit. In 2013 donations were made to provide travel grants in the amount of \$1,000 each to three young physicians (defined as members who are no more than eight years out of residency or

fellowship training and up to 40 years old).

This new grant category was created in an effort to encourage young physicians to become involved with the Academy/Foundation earlier in their careers. To identify members aspiring for leadership roles within the Academy, applicants were required to submit a 250 word essay “Why I want to be involved, and how I would give back to the Academy/Foundation.”



These essays are being reviewed by three members of the BOD Executive Committee: President-Elect, Immediate Past President, and BOG Chair. These individuals make the final decision regarding the awardees.

The grant recipients are required to



attend higher level meetings within these two forums where they will have an opportunity to observe the leadership and decision making processes of AAO-HNS and the Foundation. Meetings that could be assigned include: Board of Director meetings, Board of Governors meetings, or committee meetings such as the Development Committee meeting at the 2013 Annual Meeting. This is an exciting new opportunity to engage and support young physicians – who are the future of the Academy/Foundation. Members interested in providing the necessary funding to make grants available in 2014 are encouraged to contact Ron Sallerson (rsallerson@entnet.org or 703.535.3775) or Mary McMahan (mmcmahan@entnet.org or 703.535.3717).



Please visit [www.entnet.org/donate](http://www.entnet.org/donate) to renew your Millennium Society membership.

## Contact Us



**Nikhil J. Bhatt, MD**  
Development Coordinator  
AAO-HNSF Board of Directors  
Email: [NJBhatt@entnet.org](mailto:NJBhatt@entnet.org)

**Ron Sallerson**  
Senior Director  
Development & Marketing  
703.535.3775  
[rsallerson@entnet.org](mailto:rsallerson@entnet.org)

**Mary McMahan, CFRE**  
Director, Development  
703.535.3717  
[mmcmahan@entnet.org](mailto:mmcmahan@entnet.org)

**David Buckner**  
Corporate Relations  
Manager  
703.535.3718  
[dbuckner@entnet.org](mailto:dbuckner@entnet.org)

**Brianna Brkic**  
Program Specialist  
Development & Marketing  
703.535.3714  
[bbrkic@entnet.org](mailto:bbrkic@entnet.org)

[www.entnet.org/donate](http://www.entnet.org/donate)