

## IN BRIEF: NEW BOOK, JERUSALEM MEETING... TWO SUCCESSES

Peter A. Adamson, MD of Toronto, ON, authored a recently published book entitled, *Fabulous Faces: From Motivation to Transformation Through Facial Plastic Surgery*. The book provides a much different view of plastic surgery and those who decide to go through with it. It dispels myths and maps the transformative self-journey of plastic surgery patients. *Fabulous Faces* allows those contemplating cosmetic surgery to fully understand the journey that they themselves may embark upon.



James R. Shire, MD of Chattanooga, Tenn., and S. Randolph Waldman, MD of Lexington, Ky., put together a successful meeting in Jerusalem last November.

What was an idea six years ago, at last, became a reality. For the first time ever, U.S. and Israeli multi-specialty groups joined forces for a conference on facial cosmetic surgery in The Promised Land. Faces of Jerusalem 2010, proved to be not only a unique, successful, and unforgettable meeting between the Multi-Specialty Foundation for Aesthetic Surgical Excellence (F.A.S.E.) and the Israeli Society of Plastic Surgery (ISPS), but was historic in many aspects.

The accolades and praises have been coming in since the week-long meeting ended but it took a lot of determination on the part of a few people in both countries. What began as a very small two or three day meeting became a historic, major scientific experience that rivaled any "multi-specialty" conference in the world with more than 300 registrants from 13 countries including 71 from the U.S. In fact, this was the first multi-specialty meeting ever held outside the United States. But getting there was not easy.

The concept for the meeting

came from an informal conversation between Dr. Shire and Dr. Waldman. "So many of our colleagues had never been to Israel but have always wanted to make the trip," says Dr. Shire.

The early planning stages often seemed more challenging than a Middle East peace treaty, and there were many times that both doctors thought that it may never happen. The turning point came when they found an ally in Yehuda Ullmann, MD, the chair of Plastic Surgery at Rambam Medical Center in Haifa, Israel, and the newly-elected president of the Israeli Society of Plastic Surgery. "We got a lot of resistance until Dr. Ullmann got involved," says Dr. Waldman, who as president and founder of the Multi-Specialty Foundation, has organized and chaired over 30 meetings.

Dr. Ullmann and his Israeli colleagues fought for this idea and showed their foreign counterparts that they were the perfect hosts. The schedule was optimized to give everyone the perfect experience. The mornings were filled with cutting edge presentations on facial cosmetic surgery, but dignitaries from Israel were also booked so that the attendees would get an inside look at Israel's government, commerce, and economy.

In the afternoons, guided tours of Israel, detailing the history, politics, religions, and sights of this remarkable and dynamic country were offered to the attendees and their families.

In addition to Dr. Shire and Dr. Waldman, other Academy members who participated on the faculty

SEEN HERE ARE THE CHAIRS OF THE MEETING (FROM LEFT TO RIGHT): S. RANDOLPH WALDMAN, MD; YEHUDA ULLMANN, MD; AND JAMES R. SHIRE, MD.

included Peter A. Adamson, MD; Ben Bassichis, MD; Andrew C. Campbell, MD; Steven Dayan, MD; Fred G. Fedok, MD; Oren Friedman, MD; Andrew A. Jacono, MD; Devinder S. Mangat, MD; Harry Mittelman, MD; Ira D. Papel, MD; Daniel E. Rousso, MD; William E. Silver, MD; Robert L. Simons, MD; Jonathan M. Sykes, MD; and Seth Yellin, MD.

The conference was topped off by an elegant and lively gala, which included a live sand artist and popular Israeli singer and entertainer, Einat Saruf, who managed to get everyone on the dance floor arm in arm doing the Hora. It was, no doubt, a moving and gratifying site for the chairs. ■

*Editor's Note: The Jerusalem piece above was written by James R. Shire, MD.*

### FALL MEETING ANNOUNCEMENT

A Call for Abstracts for the AAFPRS Fall Meeting is enclosed in this issue of *Facial Plastic Times*. Please make sure you make the deadline of March 15, 2011.

All Academy and Foundation committees will meet in San Francisco, the day before the Fall Meeting. If you are a committee member, please plan to attend the committee meetings on Wednesday, September 7, 2011. Note: Some meetings are scheduled as early as 7:30 a.m. Check with your appropriate staff liaison regarding your schedule.

