

Fifty-Year History of SESPRS...and Beyond

by

Anthony J. Pizzo, M.D.

Title Slide:

In 1998 it was my pleasure, in the role of historian, to present to you the 40-year history of the Southeastern. Your Program Chairman, Jim Wade, has asked me to update that presentation and also to take a look into the future.

Kenna Given, M.D.:

The year 1997 was a turning point in terms of chronicling the history of the Southeastern with the ascension of Kenna Given to the presidency. He came armed with three excellent ideas, #1) a presentation of the history at the 1998 meeting, #2) the publication of a 40-Year History of the Southeastern, and #3) identification and utilization of an appropriate location to house all of our historical memorabilia.

As historian, I was assigned these three projects and the first of these to be dealt with was the presentation of the history. I was actually a stand-in for Robert Reeder, a Past President, whose untimely death prevented him from doing so.

Allen Hughes, however, was able to save his carousel of slides. They represent a treasure trove, but there was no accompanying text and none of the individuals were identified. So, I turned to the only member who I knew had attended every meeting of the Southeastern up until that time -

John Hamilton:

He was tremendously helpful in identifying these individuals and regaled me with stories, which I cannot repeat for reasons of propriety and time, of the early days of our organization. Suffice it to say, we were a fun-loving organization from our inception.

Founding:

The original presentation was reformatted into Power Point and updated in that, as many of individuals as possible are now identified.

Excerpt of Letters, October 1957:

McCarthy DeMere of Memphis, Tennessee, undertook a tour of the South in the Spring of 1957 visiting with many plastic surgeons. At that time he was impressed with the commonality of problems facing his colleagues.

Second Excerpt of Letters, 1957

He became convinced a permanent organization would be of benefit to the plastic surgeons of the region.

ASPRS Meeting November 1957, San Francisco:

And so, on the occasion of the 25th Anniversary Meeting of the American Society of Plastic and Reconstructive Surgeons in November of 1957 in San Francisco, he called a meeting at his hotel room....

November 4, 1957:

On November 4th at which time the decision to form an organization was made.

April 17, 1958:

The date determined for the first meeting was April 17th of 1958 and the location, New Orleans, Louisiana.

St. Charles Hotel:

The attendees stayed at The St. Charles Hotel and the International House was the location of the meeting.

First Days Program:

There has been discussion of what role these topics should occupy in our programs. That is a decision for the Membership to make, but it was obviously the intent of our Founding members that these were of legitimate interest to our Society as can readily be seen from this image.

Scientific Program:

From its inception, the Scientific Program was of the highest quality, and if you will note presentation #2 on the topic of surgery following weight loss in obese patients, by Dr. Lewis, many of the challenges in plastic surgery are simply ongoing.

Neal Owens:

The first President elected was Neal Owens of New Orleans.

Name of the Society:

The first topic of discussion was the naming of the Society. The original name proposed was the "Southeastern Society of Plastic and Reconstructive Surgery", but eventually the term "Surgeons" was adopted.

Proposed States:

You would have thought the discussion regarding the composition would have considered the possibility of the inclusion of our kissing cousins in Texas but, in

fact, the only other states considered for inclusion in the Society were Maryland and West Virginia.

Arms of the Society:

A Committee was appointed to create an arms, as in “Coat of Arms” and seal for the Society. This was made up of our members, Drs. Hagerty, Snyder, and Ricketson. This is the Coat of Arms they created. I would like to quickly squelch a rumor that was rampant in the early days of the Society. The unclad male figure in our Arms is not that of Neal Owen. Rather, it is plate 80 taken from the 1547 work on human anatomy by Andreas Vesalius. The figure is superimposed on the background of the battle flag of the Confederacy and the motto of the Society is included in the Arms.

Midriff Close-Up:

A close up of the midriff reveals an alteration of the original plate in the form of a fig leaf added for purposes of modesty and at the insistence of our founding member, Beverly Douglas.

Beauty Function:

The motto of the Society is best translated as “Beauty and Function”.

Seal of the Society:

Depicted here is the seal of the Society. It is the Arms of the Society in black and white minus the motto and encircled by the name of the Society. This can be found on all promulgations of the Society and can be noted on your certificate of membership.

Traditions:

There are many traditions of the Southeastern and I have tried to enumerate the most important of these and also tried to place them in chronological order.

Past President's Amulet:

One of the earliest traditions of the Southeastern is the presenting of an amulet made up of the Arms of the Society rendered in gold to each of the past Presidents. They are expected to wear these at all organized functions of the Southeastern Society.

Henry Brobst with Clifford Snyder:

The origin of the amulet can be traced to one of our earliest members, Clifford Snyder and in a telephone conversation in 1997 I was able to obtain the fascinating origin of this amulet. While in college, Dr. Snyder spent his summers as a lifeguard in Daytona. He was also a pilot and while flying one afternoon following one of the frequent Florida summer storms, he noted some glimmering below the waves. After landing his plane, he dove on the site and was able to retrieve a significant number of pieces of eight; that is, Spanish dablooms strewn on the ocean floor following an ancient shipwreck.

As a member of the Southeastern he later had the same dablooms rendered into the Past Presidents amulets and gave all of these to the Society for the future use in this role.

Sam Upchurch w/others:

Another tradition which has grown out of the Past Presidents amulet is that any Past President may demand of another Past President at any Southeastern

function that he or she produce the amulet. Failure to do so renders the Past President responsible for the purchasing of a beverage of choice for all the Past Presidents in attendance.

Presidential Medallion:

The credit for the presidential medallion may be given to John Hartley, and its first recipient was Jim Fleming in 1983. The medallion itself is the arms of the Society rendered in gold and the necklace is that of a Southeastern ribbon. The gold plates on the ribbon have inscribed upon them the name of all of the Past Presidents of the Society. Needless to say, this is a rather weighty object and can be quite lethal unless restrained.

Upchurch Lecture:

Samuel Upchurch was our President in 1964. On his demise, he bequeathed upon the Society the funds for the establishment of the Upchurch Educational Fund and Upchurch Lectureship. This has become a list of the virtual Who's Who in Plastic Surgery.

Ian Jackson:

Ian Jackson, shown here with Mrs. Upchurch, was our initial Upchurch Lecturer in 1975 and we are pleased to have him join us this year.

Glancy Award:

In 1977 The Glancy Award was initiated. This award is given to the resident and residency judged to have had the finest presentation in the residency competition. The origin of the term was more difficult to determine. The history is that an appreciative patient of Billy Huger of Atlanta questioned what he could

do for Dr. Huger in gratitude for medical services rendered. Billy then informed General Glancy that he could finance the initial residency competition and henceforth, the term The Glancy Competition and the Glancy Award.

Foad Nahai:

The first recipient of the Glancy Award was our fellow Southeasterner, Foad Nahai, from whom you have heard this morning in his role as President of the Aesthetics Society.

Special Achievement Award:

Also initiated in 1977 was our Special Achievements Award which is granted for contributions outside the field of plastic surgery. This is not awarded on a yearly basis, but rather meritoriously.

William Pitts:

Billy Pitts of Birmingham was our initial recipient.

Pickrell Award:

The Pickrell Award is likewise not given on a yearly basis but as indicated. It is given for special contributions in the area of plastic surgery education. It is named for

Kenneth Pickrell:

Kenneth Pickrell, long-time Chairman and Professor of the Division of Plastic Surgery at Duke University Medical Center.

Andrew M. Moore:

Our first recipient was the very worthy Kentucky gentleman, Andy Moore, in 1985.

Breast Symposium:

In 1985 one of the finest endeavors of the Southeastern Society was started with the initiation of the Breast Symposium. This served as a platform for the introduction of Carl Hartrampf's groundbreaking work in the area of breast reconstruction. Starting with his virtuoso live surgical demonstrations and continuing under the oversight of Frank Elliott, Mark Codner, and Jim Namnoun, this Symposium continues to achieve greater quality and attendance with each passing year.

Scientific Program:

The Scientific Program has always been, since its inception, of the highest quality.

Frankly Speaking:

And one of the characteristic components of it has been very frank discussion periods. A tradition we need to uphold.

Traditions:

Traditions are now widely accepted within the Southeastern...

Resort Setting:

Include holding the meetings in a resort setting.

Family Inclusive Atmosphere:

Having a family-friendly atmosphere.

Athletic Competitions:

And athletic competitions. These include athletic competitions in

Golf:

Golf...

Tennis:

Tennis...

Running:

And running. These increase the fellowship not only among the members, but the spouses and offspring as well.

Unstructured Activities:

Even the unstructured activities contribute to the fellowship and the spread of scientific information among our fellow members.

Opening Reception:

The social structure of the meeting is well-established with the opening reception following the registration.

Theme Party:

The theme party is held on the following evening. These days the theme is confined to the music, food and entertainment, but in earlier days it also was a costume party. On many occasions when the meeting was held in a beach setting, a limbo contest was part of the night's entertainment. Apparently, Byron Green was so spectacularly unsuccessful at this competition that this slide was included in Bob Reeder's collection and his efforts have even been mentioned in one of the historian's reports.

Banquet:

The banquet is the highlight of the social activities of the week with awards both serious and comedic being presented and, of course, the occasion of the passing of the gavel.

Bell:

Speaking of the gavel, it was donated by Sam Upchurch and is struck on the sounding block which is inscribed with the names of the Past Presidents. Also, the cowbell is very familiar, as shown here in the hands of Hal Bingham, calling our attendees back to the Scientific Session following one of the breaks.

1993:

The year 1993 was important because of the employment of a management firm for the first time, the restructuring of the terms of the secretary, Assistant Secretary and Treasurer, and the first of two pre-annual meeting symposiums. In this case, the topic was head and neck cosmetic surgery and chaired by Mike Bryant.

1994:

The pre-Annual Meeting Symposium in 1994 was held on body-contouring and was co-chaired by Duke Haggerty and Dick Mladick. This was also the year that the Southeastern made a \$50,000 contribution to the Research Fund of the American Society. It was the only regional society to do so.

The Flag:

Although I did not know Bob Reeder for that many years, he and I had trained at the same program and I felt like I knew what he wished to convey with this next series of slides and took the liberty to do so.

SESPRS Flag:

This is the Southeastern Flag shown being held by Bob Reeder on the right, Jim Fleming on the left.

Raising of Flag Ceremony:

It was raised at the opening ceremony to the accompaniment of "Dixie" being played on the trumpet by the late Lee Block as shown in this photograph.

SESPRS Flag Flying:

The flag then flew over the resort during the duration of the meeting as shown here in Bermuda in 1989. I assume this means that the tradition had been discontinued in 1990 and had not been re-instituted up to the time of my presentation in 1998.

These are the comments I made regarding these Southern symbols at that time.

The first was regarding the song. When I was a child, the song "Dixie" would be played by the local high school marching band on the occasion of every parade and the crowd would stand in unison, cheer and unselfconsciously sing along.

Robert E. Lee:

As to the flag, it had nothing but positive connotations. For me, one of gentility and a certain deference for hospitality, military service, religion, and a certain concept called honor. In some families it represented sacrifice. In some cases, the ultimate sacrifice.

However, as a child of the 50's, I was also there at the inception of T.V. I have seen it evolve, or de-volve from "Lawrence Welk" to "Sex in the City". But on no occasion do I recall the Battle Flag held in the hands of a Daughter of the Confederacy as she placed it at the tombstone of a fallen veteran of the Confederate States of America. In all cases, it was always held in the hands of a miscreant who was supporting some repugnant cause. There is an adage that says a picture is worth 1,000 words and the repetition of this image over two generations has resulted in the Battle Flag being associated in some peoples' mind with these same repugnant causes.

Annals of Plastic Surgery:

The 1998 presentation was then printed in the dedicated issues of the Annals in January of 1999. But not before a motion was made at the Business Meeting to re-institute this tradition. After an emotional but cordial discussion, the motion was tabled and a study group was formed. This study group reviewed several different configurations for the Southeastern flag but in all cases the motion was tabled and eventually no action was taken. The tradition has never been re-instituted.

Publication of 40 Year History:

The 40-year history of the Society was published and presented at the 1998 meeting.

Archives – Luis Vasconez:

But the final project, that of finding a location for our archives, proved to be a more difficult one. The first couple of sites investigated proved to be inadequate,

but at that time Luis Vasconez, as he has always done for the Southeastern, came forward with a workable solution. He proposed to utilize the Reynolds Museum at the University of Alabama in Birmingham.

Kenna, Luis, and I made a rapid, on-site visit to the Lister Hill Library of Health Sciences, and were able to quickly hammer out a contract which was accepted by the Board. I was pleased to be able to ship the 40 picture albums and all of the memorabilia to the library rather than to the incoming Treasurer as had been the tradition for the preceding 39 years.

Lectureship:

The highlights of the last 10 years include the initiation of the Jurkewicz Lectureship. This is a joint effort between the Southeastern Society and the Dr. J Society and we were very pleased to have Dr. J himself present the inaugural lecture in the year 2000 in Bermuda. This is now a bi-annual event.

Logo:

In the year 2001 the issue of confederate battle flag raised itself once again. Our stationery which includes the arms of the Society was being used to communicate with members outside our region and outside the country by the program committee for the Breast Symposium. They reported having negative feedback from the plastic surgeons and suggested at the membership meeting that we adopt a new logo as shown here to be placed on the stationery. After a spirited discussion, and in a very close vote of 25 to 23, the motion carried.

Another motion was then made to place this same logo on the web site and it

similarly carried. The Arms is used in other areas, such as the program at the current President's discretion.

John Bostwick:

The year 2001 was the saddest in my memory of the Southeastern with the abrupt loss of one of our most gifted and beloved members, John Bostwick. In an emotional ceremony he was post-humously awarded the Pickrell Award by Barry Bishop. The Bostwick Memorial Fund was initiated and its monies will be used to defray the cost of residents attending our resident competition. I think this is a most appropriate use of these funds considering that John dedicated his entire career to the furtherance of the education of future plastic surgeons.

The Future:

I found trying to divine the future a more challenging project.

Demographics:

But while reading a book review, I read the startling comment that "demographics are everything". It went on to support this by stating in the 14th century, one-third of the population of Europe was lost to the Black Plague and that in the 21st Century, one-third of the indigenous population of Europe will be lost, in this case, to falling fertility rates. It then gave the statistics to prove this contention. I was convinced.

Table of State Population 1997 and 2005:

I then started looking at the demographics as they applied to our Society. As can be seen in this image comparing 1997 to 2005, the population of every state in our region has increased.

ASPS Active Members by Southeastern States:

Similarly the number of plastic surgeons in every state has increased between 1997 and 2006 for an explosive increase in the number of actives in the American Society from 1,145 to 1,459.

SESPRS Membership 1997-2007:

In turning to the profiles of the membership in the Southeastern, we note that in 1997 we had 475 total members with a modest increase to 482 in the year 2007. There has been more than an anticipated increase in the number of life members from 73 to 116. This is verified by the consideration that it took 40 years for us to obtain 73 life members and only 10 to increase it to 116.

But, while looking at the number of active members, it has actually decreased from 402 to 366.

About that asterisk by the #366 if I may digress. On the assumption of office every president announces a goal for his presidential year. However, if you were to hear his whispered prayers at night, the first words off his lips would be "Dear Lord, send me a quiet year". Unfortunately this is infrequently the case and last year was no exception. Upon assuming office I was given a list of 110 members whose dues were in arrears, some for up to three years.

Despite the best personal efforts of the entire Board, we eventually lost 30 active members and therefore decreased from 396 to 366 shown here. These numbers are already increasing and I am sure it will continue to increase over the next few years to the number we had in 1997. However, more on numbers later.

Medical School Population and Representation:

The other demographic change in medicine is the gender shift. As can be seen in this image for the school year 2005-2006, the total population of medical students was slightly over 68,000 with females representing slightly over 33,000 for a 48% representation. As the University of Florida's medical school 2006-2007 class is 66% female, and I understand that this trend is continuing around the country, I would have to assume that the percentage of females has now exceeded 50%.

Plastic Surgery Residency Profile:

If we look at the profiles in plastic surgery programs for the year 2005, we note that there were 89 programs with 576 residency slots. 116 of these were filled by female residents for a 20% representation.

Female Membership in ASPS:

If we turn to an examination of the female representation in the American Society, we can see that the number of actives has increased from 400 in 2002 to 515 in the year 2006. This is out of a total number of 5,346 for a 9.6% representation.

Females in SESPRS:

As can be seen in this profile of the Southeastern, the number of female actives has increased from 18 in 1997 to 24 in the year 2006, for an increase of 4.5% to 6.6%. While we slightly lag in the representation seen in the American Society, I am very confident that we are very strongly positioned to recruit the female plastic surgeons who are coming on line.

Roxanne Guy:

What we lack in quantity, we certainly make up for in quality as we can proudly note that the first female president of the American Society, and who was gracious enough to give the ASPS report this morning, is our own fellow Southeasterner, Roxanne Guy.

The Next 50 Years:

I thought the following specific topics merited special mention.

Finances:

The bottom line, of course, is always the bottom line and I am proud to state that last year's Board was able to create the first ever Financial Policy for the Southeastern. This was under the leadership of Jim Wade and the Finance Committee. It is structured enough to give guidance to the Treasurer and the Finance Committee, while flexible enough, to change with changing economic environments.

Endorsements:

Last year the Board, in rapid order, received 4 or 5 requests for endorsements. As we had no policy for endorsements, I created an Ad Hoc Committee under the chairmanship of Jim Grotting which carried out a thorough investigation of this topic. Canvassing other regional societies as well as the American Society, the final report of this Committee was that endorsements should be viewed on a case-by-case basis and accepted or rejected on the basis of merit. This is, indeed, the policy of the Southeastern.

ACCME:

I am also pleased to state that last year's Board was able to get a four-year extension of the ACCME accreditation. But as then secretary, Jim Moore, and CME chairman, Henry Vasconez, and Tom Fise, who accompanied me on our mission to Chicago to plead our case before the ACCME can attest, the ACCME is going to be ever more demanding about adhering not only to the spirit but the letter of the law. We are going to have to be very careful with not only implementation, but documentation as well.

The CME Chairman is going to be in a very important position and have to carefully interface with the Annual Meeting and Breast Symposium program chairpersons in order to ensure adherence to their policies.

The ACCME will even dictate the locations of our meetings because of their requirements.

And finally do not be surprised to see in future years an on-site inspection of our Annual Meetings by an ACCME representative.

Web Site:

The membership, particularly the younger membership, is going to demand a full-service web site. I assure you the Board is aware of this and has set aside the appropriate funds and is rapidly constructing just such a web site. In the final analysis, I'm sure our web site will be both user friendly as well as full-service.

To Grow or Not to Grow:

This question, on first blush, may appear to be unusual, but I can assure you like all issues there are two sides to this one as well. I have heard members express

their concern that if our membership were to grow too large we might lose our camaraderie. Another objection raised is that if we were to grow too large we would not be able to meet at the resorts of our choice.

However, I think most of the membership and the Board would like to see our membership grow in a more commensurate fashion with the growth of the number of plastic surgeons in our region.

As I have previously shown you, there has been an explosive growth in the number of plastic surgeons in our region and therefore I suspect a large number of them could not have been trained in this area. That leads me to believe that these plastic surgeons who have followed opportunity into our area are not familiar with the Southeastern members in their region or with the Southeastern as a Society. Therefore, we are going to have to look at mechanisms to recruit these surgeons to our membership.

Possible mechanisms to increase membership:

Recruitment Suggestions:

Among these are the following suggestions, all of which are controversial but hopefully will serve as food for thought.

The first of these is to allow Board-certified plastic surgeons in the southeastern area who are not members of the Southeastern Society, to present papers at our Annual Meeting.

The second would be to have a personal invitation by the President to all Board-certified plastic surgeons in the southeast to attend our Annual Meeting,

therefore meeting the requirement that all attendees be personally invited by a member.

If we wish to go nuclear, we could institute the third of these recommendations which would be, on a one-time basis, to waive the registration fee to the Annual Meeting for Board-certified surgeons in our area.

Finally, in view of the increasing popularity for the Breast Symposium, a discount for the registration fee has been instituted this year in the amount of \$100 to all Southeastern members. Hopefully this will encourage the Board-certified surgeons of our region to join the Society itself.

To be continued....

I continue to have a very optimistic view of the future of our Society. Whereas much has changed in the last 50 years in medicine, in plastic surgery, and in the South, the one constant has been the Southeastern Society continuing to perform its mission in a very exemplary fashion....and doing so in a very fun-filled fashion.

Founding Members:

If you will allow me one more observation, if you will take a look at this famous portrait of our founding members, you will note there is little more than a score of them. However, because of their quality and their devotion to the Society, they were able to ensure its greatness from its inception. And I feel confident that if we continue to recruit for quality and commitment to the Society, on the occasion

of the Centennial Celebration of this organization, the membership at that time will be as proud of the next 50 years as we are of the past 50 years.

Anthony J. Pizzo, M.D., Immediate Past President
50th Annual Meeting, San Destin, Florida
June 10, 2007