

CONVENTION DAILY



SATURDAY/SUNDAY, AUGUST 6-7, 2005



WELCOME TO SAN ANTONIO & AHRA'S ANNUAL MEETING & EXPOSITION



photo credit: Al Rendon
courtesy of San Antonio CVB



photo credit: Al Rendon
courtesy of San Antonio CVB



First Time Attendee / New Member Breakfast

According to Fodor's travel guide, "In general, the most visited city in Texas draws 3 types of tourists: Texans who come to shop and sightsee; conventioners; and visitors from northern Mexico, especially during Christmas and Holy Week." (source: <http://www.fodors.com/miniguides>). This week, more than 1,000 conventioners have preregistered for AHRA's 33rd Annual Meeting & Exposition.

Although the heat bakes the state from June through September, San Antonio is in many ways Texas's most beautiful and atmospheric city.

In 1681, the governor of the Spanish colonial Texas arrived in what is today San Antonio and there encountered a group of friendly Coahuiltecan Indians. Because the meeting occurred on Saint Anthony's Day, Governor Terán named the site San Antonio. Today, San Antonio

welcomes you—AHRA meeting attendees to this fine city, and the capital city of South Texas.

This week brings together meeting attendees from all over to this great city, a city that has always been a crossroads and

plenty of opportunities to network with colleagues and friends. Take advantage of the educational opportunities, the networking events, and the number of exhibitors showcasing the latest innovations in the industry.

If you're a first-time attendee or new member, make sure you stop by the meeting area at each social event and meet other new members and first-time attendees. Don't miss the first-time attendee and new member breakfast on Monday morning — an excellent place to make new friends and hear some suggestions for planning your week from veteran meeting attendees, past presidents, and Fellows.

Social activities range from the AHRA Education Foundation Annual Imaging Classic Golf Tournament on Sunday morning, the President's Reception on Sunday night, and a meeting favorite: the theme party on Wednesday night.

The Grand Opening Session on Monday morning will encourage, challenge, and inspire you. Tuesday's keynote will bring to light your unique talents. Wednesday's keynote provides humor and laughter and Thursday's luncheon will leave you with a fresh perspective on managing work and life.

Welcome to San Antonio and AHRA's 33rd Annual Meeting & Exposition. 

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a meeting place. The AHRA Annual Meeting and Exposition provides opening sessions to get you revved up, presentations to attend, hot topics to discuss, and

WELCOME MESSAGE FROM AHRA'S PRESIDENT

By Robbie Edge, CRA, FAHRA



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Each year, the Annual Meeting Design Team strives to bring you the best meeting ever—and this year it is the best meeting ever! Once again, we appreciate the generosity of our sponsors who help to keep the cost of this meeting affordable to all who wish to attend. Please be sure to read the *Convention Daily* this week so you know what is happening and if any changes are made day to day.

The meeting begins with the annual AHRA Education Foundation Imaging Classic Golf Tournament on Sunday, proceeds of which will go to enhance the foundation and its programs. Remember the Silent Auction opens today as well. Bid early; bid often! The AHRA Education Foundation successfully raised more than \$9,000 last year from your generous support. Wanda Cassady and Terry Dowd will be there as well as members of the AHRA Education Foundation board and other volunteers to

encourage you to raise those bids.

Breakout sessions begin this afternoon; there are almost 100 over the week. This evening, please join me at the President's Reception, sponsored by Agfa, at 6:30 PM in the Gonzalez Convention Center, Ballroom C123. You will find a complimentary drink ticket in your bag for this event, and you can enjoy appetizers and a chance to meet someone new and reconnect with friends.

If this is your first annual meeting or if you are a new member, past president, or an AHRA Fellow, please join me, a few board members, Design Team Chair Maureen Firth, and the Design Team at the New Member/First-Time Attendee Breakfast tomorrow morning. It is sponsored for the first time by Swissray. We hope to give you some tips for maximizing your time and fun at this meeting. We decided to start a new tradition this year by asking the Fellows and past presidents to come and be at the tables so new members and first-time attendees can interact with those who have given years of service to AHRA. We hope that you will feel connected on a more personal level. The week will be full beginning with the opening ceremony

tomorrow morning at 9:00 AM in Ballroom C123, Gonzalez Convention Center, sponsored by Kodak. This is always an energizing program, and I can't wait to see what Kodak is up to this year! We also open the business session at this time, and I will introduce our new executive director, Ed Cronin, and report the results of the election. We will present the Gold Award at this time to Bobbi Miller, CRA.

The exhibits open tomorrow as well, and I encourage you to stop and see them over the 3 days they are open. These vendors can give you much more personalized service than they can at a larger event such as RSNA. If not for the support of the Exhibition Hall, the cost of this meeting would be substantially higher, so we very much appreciate all of our vendor partners. Complimentary lunch will be served for attendees in the exhibit hall each day, and lunch can be purchased by guests.

Tuesday evening, GE Healthcare is sponsoring the Awards for Excellence, Partners in Learning, AHRA Awards, and Fellows dinner. Recipients of the Award for Excellence will receive their blue blazers, AHRA writing awards will be given, and new Fellows will be initiated. Please note that this dinner is by invitation.

On Wednesday evening, we will have our theme party off site at La Villita, where the food, music, and dancing promise to be fun. My husband and I enjoy Salsa dancing and want to see you all on the dance floor. There will be line dancing as well and plenty of food, so bring your boots or dancing shoes—and relax! There is a complimentary drink ticket for attendees as well as dinner. Guests can purchase tickets for this event.

The meeting concludes on Thursday with the closing luncheon, where Lynn McVey will be handed the gavel of the presidency, the 2006 AHRA Board of Directors will be installed, and we will conclude the meeting with our closing keynote speaker.

If that isn't enough to keep you busy, San Antonio offers many attractions: the Alamo, museums, theme parks, and a Mission Trail. It was interesting to me to find out that a series of missions were built by Spain in the 18th century along the San Antonio River, much like they did along the coast of my home state, California.

The AHRA Board of Directors, AHRA Education Foundation Board, Annual Meeting Design Team, AHRA staff, and I welcome you to San Antonio and wish you an educational and fun week to network together! ☐

PRESIDENT'S RECEPTION

Sunday, August 7, 2005 – 6:30 PM

Henry B. Gonzalez Convention Center, Ballroom C123

Greet your AHRA friends and meet new ones at the annual event. Dress is business attire.



2004 President's Reception, Boston, MA

Generously sponsored by AGFA Healthcare



MAXIMIZE YOUR TIME IN THE EXHIBIT HALL



Welcome to AHRA's 33rd Annual Meeting & Exposition, bringing together radiology administrators and an incredible number of exhibitors. We encourage you to check out the latest innovations in the industry, stop by and visit your current vendors, and look for all the products and services you and your facility are currently looking to purchase. We welcome not only past exhibitors to our Annual Meeting & Exposition, but new exhibitors as well. Please stop by and let them know how much you appreciate them being here.

Exhibitor Raffles:

Exhibitor Raffles and AHRA Hot Spots are back again this year. Don't miss your chance to win great prizes. Many exhibitors are raffling prizes and all you have to do is visit their booth, talk with their staff, have your badge scanned, or give them your business card. Exhibitor raffles will take place throughout the day on Monday, Tuesday, and Wednesday, August 8, 9, and 10.

Stop by these exhibitors' booths to enter a drawing for terrific prizes! Winners will be announced throughout the day.

Also stop by the Silent Auction to bid on the equally terrific items these companies donated.

<u>Company</u>	<u>Booth #</u>
Agfa HealthCare	513
Anthro Corporation	226/228
BioLucent, Inc.	348/350
Codonics	523/525
DMS Imaging	526
Iron Mountain	107/109
Keystrokes Transcription Service	110
Mammography Reporting System	306
Masterplan	121
Platinum Select, LP	549/551
R2 Technologies	601
Tandem Medical Equipment	114

AHRA Hot Spots:

Don't miss your opportunity to win \$300 cash! There are 20 exhibiting companies designated "Hot Spot" booths. Attendees have 3 chances to win \$300 cash by being in the right booth at the right time. During 3 designated 15-minute periods, one of the hot spot booth numbers will be randomly chosen and announced in the Exhibit Hall. All attendees standing in that booth when the number is called will be eligible to win \$300 in the booth. Business cards will be placed in a bowl and the winner will be drawn.

Hot Spots will take place:

Monday, August 8: 12:00 PM - 12:15 PM

Tuesday, August 9: 12:00 PM - 12:15 PM

Wednesday, August 10: 12:00 PM - 12:15 PM

Scavenger Hunt:

Don't miss your opportunity to win \$500 in the Exhibit Hall Scavenger Hunt. Simply collect stickers from exhibitors in each color-coded section of the Exhibit Hall and place them on the Scavenger Hunt card included in your registration bag (a map can be found on the back of the card). Drop off your completed card in the box located in the Exhibit Hall. The drawing will be held on Wednesday, August 10, at 1:30 PM, and the winner will be announced inside the Exhibit Hall. ☐



2004 Hot Spot Winner

The Online
Diagnostic Imaging
INFORMATION PORTAL



- NATIONWIDE JOB LISTINGS & CANDIDATES
- CONTINUING EDUCATION COURSES
- NEWS & ARTICLES
- VENDOR & PRODUCT SEARCH
- BUY OR SELL EQUIPMENT



on the web @ www.DIPortal.com



KEYNOTE SPEAKERS



Grand Opening Ceremony

Monday, August 8, 2005 ~ 9:00 AM - 11:00 AM

Henry B. Gonzalez Convention Center, Ballroom C123

Clinical and Operational Impact of Emerging Imaging Technology - Michael Silver, PhD, Sg2

Mike Rayburn

Generously sponsored by Eastman Kodak Company

Michael Silver will discuss emerging trends in imaging and the resulting impact on healthcare service delivery. Michael will tie technical innovations and concepts back to some of the technology adoption, operational, and planning issues that radiology administration is facing today.

Mike Rayburn is known as the World's Funniest Guitar Virtuoso and uses his astounding guitar creations, uproarious songs, and presentation skills to encourage, challenge, and inspire his audiences to step beyond their perceived limitations.

Kodak



Keynote Session and Awards Ceremony

Tuesday, August 9, 2005 ~ 9:45 AM - 11:00 AM

Henry B. Gonzalez Convention Center, Ballroom C123

Nobody Moved Your Cheese - Ross Shafer

Generously sponsored by FUJIFILM Medical Systems, USA, Inc.

In this hilarious and motivational program, Ross Shafer demonstrates why he doesn't think your cheese can be moved. Ross can prove how believing in (and using) your unique talents will encourage people to stop making excuses for their failures and start celebrating their successes.


FUJIFILM
 FUJIFILM Medical Systems U.S.A., Inc.


Keynote Session and Awards Ceremony

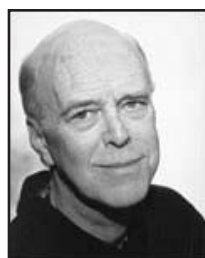
Wednesday, August 10, 2005 ~ 9:45 AM - 11:00 AM

Henry B. Gonzalez Convention Center, Ballroom C123

Life Skills for the 21st Century - C.W. Metcalf

Generously sponsored by RSI Medical Group

Life Skills for the 21st Century is a detailed exploration of humour and 4 additional skills C.W. Metcalf has found to be critical in his own survival of the crises of life. With honesty and integrity, he takes the audience on a journey that will be experienced by each individual in a unique way.


RSI Medical Group
 OUR PROCESS WORKS


Closing Luncheon

Thursday, August 11, 2005 ~ 11:00 AM - 2:00 PM

Henry B. Gonzalez Convention Center, Ballroom C123

How to Leave The Office Earlier! - Laura Stack

Generously sponsored by Bracco Diagnostics

Successful people don't trade personal satisfaction for personal achievement. They know high performance demands on both. Good leaders understand that time management isn't about squeezing more into their days; it is about you and your people spending time productively toward the accomplishment of organizational goals.


BRACCO
 THE IMAGE OF INNOVATION


SPECIAL EVENTS



AHRA Education Foundation 6th Annual Imaging Classic Golf Tournament

Sunday, August 7, 2005 ~ 6:30 AM - 2:00 PM

The Quarry Golf Club, San Antonio, TX

The Imaging Classic is fun and raises money for a worthy cause...the AHRA Education Foundation.



President's Reception

Sunday, August 7, 2005 ~ 6:30 PM - 8:00 PM

Henry B. Gonzalez Convention Center, Ballroom C123

Generously sponsored by AGFA Healthcare

Greet your AHRA friends and meet new ones at the annual President's Reception



Welcome Breakfast for New Members & First Time Attendees

Monday, August 8, 2005 ~ 7:00 AM - 8:00 AM

Marriott Riverwalk Hotel, Salons A/B

Generously sponsored by Swissray

If you're a new AHRA member or this is your first AHRA Annual Meeting, come and learn how to pace yourself and get the most out of your conference with helpful hints.



AHRA Awards Dinner

Tuesday, August 9, 2005 ~ 7:00 PM - 9:00 PM

Marriott Riverwalk Hotel, Salon D

Generously sponsored by GE Healthcare

The awards dinner will recognize the 2005 award and fellow recipients, as well as offer an opportunity for 2005 participants in the Partners in Learning program to share their experiences—by invitation only.



Breaks

Henry B. Gonzalez Convention Center, Tower View Lobby

Monday, August 8, 2005 ~ 4:00 PM - 4:30 PM - *Generously sponsored by Aureus Medical Group*

Tuesday, August 9, 2005 ~ 3:30 PM - 4:00 PM - *Generously sponsored by Mednovus*

Wednesday, August 10, 2005 ~ 3:30 PM - 4:00 PM - *Generously sponsored by Anexa*



MEDNOVUS™



The Best of Texas Theme Party

Wednesday, August 10, 2005 ~ 7:00 PM - 10:00 PM


La Villita

Generously sponsored by Berlex Imaging

This annual favorite can't be missed. Join your friends and colleagues for the meeting's main party and a night to remember.



THANK YOU SPONSORS

AHRA thanks the following sponsors who helped make this year's Annual Meeting & Exposition possible. Thanks are also extended to all the vendors who are exhibiting at this year's meeting. Please make sure you stop by their booths and show your support! 



Platinum Sponsors

Agfa Corporation, Inc.
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AHRA Education Foundation



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US Radiology On-Call
USCS, A Business Unit of Thermo Electron

GOLF TOURNAMENT SPONSORS



AHRA and the AHRA Education Foundation thank the following sponsors of the AHRA Education Foundation 6th Annual Imaging Classic Golf Tournament. 



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NHD



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FujiFilm Medical Systems, Inc.



Prize Donations

Boiling Springs Golf Course
c2 Medical Distributors, Inc.
Hitachi
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Toshiba
Michael Albertina
Jenni Jones
Brad Reed

HOW TO OBTAIN CE CREDIT



AHRA is a Recognized Continuing Education Evaluation Mechanism (RCEEM) for the American Registry of Radiologic Technologists (ARRT). Most sessions at the AHRA 33rd Annual Meeting & Exposition have been approved for continuing education (CE) credit. In addition, Florida and other states with licensure credit

have allowed reciprocity for the meeting. Only registered attendees are eligible to receive CE credit. The same process for obtaining credit applies to ARRT credit and all state licensure credit. All attendees should follow this process:

1. Pick up a CE card on the way into a session. Please note if you are more than 10 minutes late for the session, you are not eligible to receive credit.
2. Fill out the card carefully, including your badge number and name.
3. Listen carefully for the session number that will be announced at the conclusion of the session. Write the session number on the card.
4. Turn your card in to one of the proctors as you leave the session. Cards must be turned in at the end of the session, as you leave the room. Cards may not be turned in at any location other than with the proctor at the exit to the session room.



Within 6 weeks following the Annual Meeting, you will receive a letter documenting your credit. This letter will list all the sessions you attended for which you submitted

a CE card. As soon as you receive the letter, you should verify that it is accurate. NOTE: If AHRA does not have a properly completed CE card, it is unable to grant credit retrospectively.

For states that require evidence of continuing education credit, copy the letter, add your Social Security number, sign it, and send the copy to the appropriate state governing body. Please keep in mind that you are responsible for maintaining your own records of attendance.

Special notes for Florida attendees:

Florida attendees must provide their Florida license number in order to receive Florida credit. If you have not already provided your license number to AHRA, please stop by the AHRA registration desk to do so. It is vital that you tell AHRA that you want to receive Florida credit so we can prepare a special letter for you (see next item).

Florida attendees will receive a letter that contains the names of the sessions attended and the Florida course number for those sessions. Attendees are responsible for submitting this letter to Florida along with their renewal number and any other documentation Florida requires (please check with Florida for more information on what documentation is required — AHRA does not have this information).

Florida places a limit on the number of continuing education credits that may be earned for those sessions that Florida deems as "personal development." Please check with the Florida Department of Health to find out what limit applies to you. For a list of AHRA 2005 sessions that Florida has designated as "personal development," please visit the AHRA registration desk. □

AHRA NEWS

The following AHRA staff members are on-site this week. If you have any questions, please feel free to ask any of them for assistance:

- Ed Cronin, executive director
- Karen Guy, communications director
- Kathy Delaney, publications editor
- Sue Ruthroff, member services specialist
- Carole South-Winter, certification/education manager

In addition, the Annual Meeting Design Team are all wearing western denim shirts; please feel free to ask any of them for assistance. □

ahra —————

**CONVENTION
DAILY**

Karen Guy *Editor*
Robbie Edge, CRA, FAHRA *Contributing Writer*
Harry Butler, Nashville, TN *Photography*

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Sunday's Agenda



Registration Open

7:00 AM - 6:00 PM



Silent Auction Open

1:00 PM - 5:00 PM

Social Events

AHRA Education Foundation Imaging

Classic Golf Tournament

6:00 AM - 2:00 PM

The Quarry Golf Club

Buses will depart from the Commerce Street entrance of the Marriott Rivercenter Hotel at 6:00 AM

President's Reception

6:30 PM - 8:00 PM

Convention Center

Ballroom C123

sponsored by AGFA Healthcare



Workshops

ALL WORKSHOPS HELD AT THE CONVENTION CENTER

AHRA Workshop

Six Sigma in Healthcare

Registration and additional fee required

8:00 AM - 12:00 PM, ROOM 217A

AERS Workshop

Registration and additional fee required

7:30 AM - 5:00 PM, ROOM 217B

Expanded Sessions

ALL SESSIONS HELD AT THE CONVENTION CENTER

1:00 PM - 4:00 PM

Manager's "Tool Box" for Building Customer Loyalty
Room 217D

Determining Your Personality Type: How to Use it Effectively as a Manager

Registration and additional fee required

Room 217C

In-Depth Sessions

ALL SESSIONS HELD AT THE CONVENTION CENTER

1:00 PM - 3:00 PM

Radiology Coding Tips & Traps, Part 1

Room 214CD

PACS Workflow in Motion

Room 217A

Breakout Sessions

ALL SESSIONS HELD AT THE CONVENTION CENTER

1:00 PM - 2:30 PM

The "State of the State" in Imaging

Room 205

Organizational Techniques for the Successful

Radiology Administrator

Room 206

Budgeting for the Radiology Administrator

Room 207

Performance Feedback: Increasing Employee

Involvement

Room 214AB

Breakout Sessions

ALL SESSIONS HELD AT THE CONVENTION CENTER

3:00 PM - 4:00 PM

Radiologists and Administrators: Strengthening the

Bonds

Room 205

Operational Impacts and Benefits of Direct Digital Radiography

Room 206

My Job is Great ... Except for the People

Room 207

Stressed is "Desserts" Spelled Backwards

Room 214AB

In-Depth Sessions

ALL SESSIONS HELD AT THE CONVENTION CENTER

3:30 PM - 5:30 PM

Planning Long-Term Requirements for Diagnostic

Imaging Capacity and Capital

Room 217A

Radiology Coding Tips & Traps, Part 2

Room 214CD

Breakout Sessions

ALL SESSIONS HELD AT THE CONVENTION CENTER

4:30 PM - 5:30 PM

Improving the OR Exam Interpretation Process with

PACS

Room 205

Staffing Today: Recruitment and Retention, Now and

Forever

Room 206

Are You Managing in the Dark?

Room 207

Putting the "Fun" Back Into Dysfunctional

Room 214AB