

"WHERE CUTTING
EDGE
INFORMATION
BLENDS WITH
INTIMATE
COLLEGIALITY"

President's Message

By Lorna Marshall, MD



Dr. Lorna Marshall
President of PCRS

It has been such an honor to serve as president of this vibrant society. This year has flown by and the annual meeting is right around

the corner. Drs. Janice Andreyko and William Kearns have put together an impressive program. Reproductive ethics is a continuing interest of mine. I see PCRS as a great forum for discussion of some of the very challenging issues we face. The program is rich with such opportunities and includes a plenary session on the ethics of stem cell research, a seminar on ethical and legal issues concerning PGD, and a

workshop on reproductive ethics.

We made a special effort to meet the needs of our nurse members and to welcome nurses to our annual meeting. We are committed to involve all professionals in the area of reproductive medicine in PCRS. Our collegial atmosphere fosters communication between professionals of all backgrounds, and the active participation of embryologists, nurses, lawyers, physicians, and complementary medicine specialists enhances the quality of our discussions.

In other Society business, the Strategic Planning Committee focused on updating and revising bylaws and policy. Some of the proposed changes will encourage broader and more meaningful participation involvement in PCRS by all members.

I didn't necessarily choose to be president of PCRS in a recession, when one of the biggest

challenges could have been to keep the Society financially healthy. Although revenues have been down for many of our industry partners, we are grateful that our sponsors recognized the value of this society and worked hard to provide support for our annual meeting. In addition, generous contributions this year from PCRS members and from Genesis have built our PCRS Scholarship Endowment Fund. We hope that, one day, we will be able to bring all fellows to the annual meeting without relying on industry support.

Our challenge for 2010 and the future is to meet the needs of all members of our society. This includes collegiality and support throughout the year, as well as education at the annual meeting. I am grateful to be part of our Society and to serve as your president over this past year.

President-Elect's Message

By Carolyn Givens, MD

As I look forward to next month's annual meeting and my upcoming year as the President of the Pacific Coast Reproductive Society, I think back to the history of my involvement with the Society. I first attended a Pacific Coast Fertility Society (the former name of our group) as an REI fellow in the early 1990s. Serious involvement began when I was invited to become Program Chair for the 2000 Annual Meeting.

What always impresses me is the wealth of knowledge and experience of the members and the mentoring of young physicians. Many colleagues I've met through the years have often evolved into life-long friends. These relationships have proven very valuable to me during the last 20 years. As incoming president, I want members to brainstorm with me on how to tap into that wealth of experience and knowledge to teach each other what

we've learned while becoming excellent providers of the best infertility care in the world. In the process, I want to share this knowledge with our young colleagues and help grow the next generation of fertility specialists.

I hope to follow in the footsteps of our hard-working, current President, Dr. Lori Marshall, in implementing the important strategic initiatives planned by the Society's Board of Directors and continuing to expand membership to everyone with a professional interest in this field. At the same time, we are mindful of ever-stricter



Dr. Carolyn Givens
President-Elect

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Dr. Barry Behr is President-Elect 2011



PCRS Chooses First PhD as President-Elect

In a time of historic firsts, PCRS members elected **Barry Behr, PhD** of Stanford to become its first non-MD president in 2011. Current president Lorna Marshall says, "Barry has been an active contributor to PCRS for many years and has clearly earned this position. His selection as president reflects the increasing participation of embryologists and other non-MD reproductive medicine professionals in this society." Dr. Behr is currently a Director of PCRS, and has been program co-chair, chair of the Strategic Planning Committee, and chair of numerous postgraduate courses and workshops at the annual meeting.

Carolyn Givens, MD will become the next president in April. PCRS members also elected Lynn Westphal, MD to the position of vice president of administration and Janice Andreyko, MD and William G. Kearns, PhD as Directors.



PCRS Depends on Active Members

By Susan R. Butler, Executive Director

Involved members create a thriving environment for the life of all organizations. PCRS is very fortunate to have many actively involved, creative, and enthusiastic volunteers, however, there is always room and the need for more.

In my own personal experience, in volunteer positions from stamp licker to president, the return on personal investment is always greater than the effort given. I've had the opportunity to make life-long friends and colleagues that would never have happened otherwise. I've had passing acquaintances with national leaders and journalists like Molly Ivins, Ellen Goodman, and Captain Kangaroo. I even had the exceedingly rare, and singularly delicious, opportunity to tell a White House advance staff where to get off. Cool, huh?

Life-long learning isn't just about formal education. Volunteering gives us opportunities and the means to try something new, step outside comfort zones, be creative in new and different ways, and make friends as well as advance careers.

If you see something in the Strategic Priorities for 2010 – 2011 (See side bar to the right) that sparks your interest to be actively involved in your PCRS, please **contact President Elect Carolyn Givens, MD**



PCRS 2010-2011 Strategic Priorities Strategy: Expand Volunteer Committee Opportunities

1. Enhance CME Committee
2. Enlarge Membership Committee
3. Expand Hospitality Committee for Annual Meeting
4. Enhance Communications Committee
5. Create Leadership Committee
6. Create Development Committee

Strategy Introduce Leadership Forum in 2011

1. Appoint committee to plan and facilitate
2. Design as first in a series of annual events coinciding with the Annual Meeting

2010 Annual PCRS Meeting

Get ready for the PCRS Annual Meeting April 14th to 18th at the Renaissance Esmeralda. If you have not already registered, please do so. Registration closes April 6th.

Program Chairs Janice Andreyko, MD and William Kearns, PhD have assembled an impressive series of postgraduate courses, interactive plenary sessions, innovative workshops, and round table discussions led by prominent faculty. The program is designed to provide the opportunity for physicians and their teams to recognize, discuss, and rectify those practices, or lack thereof, which significantly effect optimal outcomes for their patients in the everyday practice of Reproductive Medicine.

The meeting is meant to be casual, allowing for intimate collegiality and inclusiveness. PCRS realizes you are also here to enjoy some time away from work with your family. We've designed a number of events to include them as well.



PCRS Annual Meeting Meets Many Needs



Dr. Marc Kalan is developing a PCRS Facebook page

By Marc Kalan, MD

With my back pressed against a lounge chair, pasty flesh protruding between the plastic straps, my chin jutting to the sky like a rocket immune to gravity and orange-red hues of the desert sun percolating through my down-cast eyelids, I knew that PCRS was something special.

It was spring of my second year of residency. I had just arrived at my first meeting. As far as I was concerned, it just as well could have been an insurance seminar in Dubuque. I was just happy to be out of the hospital. Over the next 4

days, however, I came to learn the enormous value of PCRS.

That value derives from the unique and dichotomous nature of this meeting. Nowhere else are medical formalities so consciously relaxed, while exploration into the wonder and complexity of human reproduction so purposely encouraged. This is evident when leaders of our field stand around in flip-flops and Bermuda shorts discussing topics normally sequestered to sterile fields and laboratory benches. Toddlers romp on laps next to manuscripts and Power-Points. The intricacies of embryo media are contemplated while wading in perfectly balanced pool water.

In this special environment, our minds refocus, creativity is fostered and our souls, as well as our science benefit. This is why I return to PCRS every year and why I encourage colleagues to come as well. The meeting exemplifies some of the best aspects of our field: innovation, collaboration, compassion, intellectual challenge, and patient care. Add to this an Eden-like climate, and what you get is a world-class meeting minus the world-class hassle.

The program this year is chock full of great speakers and stimulating interactive sessions sure to inspire and enhance your practice. Just as importantly, however, there is ample time to schmooze, interact and, if you like, chill out on a lounge chair and contemplate the virtues of a mid-day cat-nap.

Hope to see you there.

The “Pacific-coast Repro-society” wants to be your friend.....on Facebook that is.

This spring, PCRS has joined the world of social networking by launching a Facebook page. With this technology, we hope to stay better connected with existing members and increase our visibility to potential new members. “Updates” will include information about the meeting, helpful links, as well as photos, videos, and more! If you have a Facebook account please make us your friend. If you don’t have an account, go to facebook.com and sign up. It is fun and free and your kids will think you’re cool!

PCRS Reviews and Renews Bylaws

By Susan R. Butler, Executive Director

Bylaws are the internal operating rules of a corporation and govern such matters as holding meetings, voting, quorums, elections, and the powers of directors and officers.

The focus of the PCRS Strategic Planning Committee (SPC) in 2009 was the review and updating of the way PCRS conducts itself as an organization. The PCRS Board of Directors will review suggestions from the SPC in a few weeks at its April meeting.

Highlights of the recommended changes include: Language updates, removal of membership categories, removal of Board approval for membership status, and other “housekeeping” items to bring the bylaws into the 21st Century.

Changes to the bylaws require a vote of the membership. Look for your ballot delivered via email no later than mid-June of this year.



Infertility Evaluation of a Gorilla

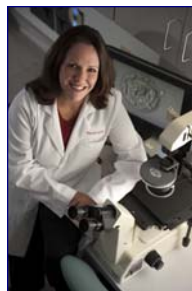
By LaTasha B. Craig, MD

Recently I performed an infertility evaluation on a very unique patient. Kelee, a rare lowland gorilla who lives at the Oklahoma City Zoo had not conceived after five years of mating with her ‘proven’ mate, Bom Bom. Zoo officials contacted me at the University of Oklahoma and asked if I would evaluate the Simian.



With Kelee under general anesthesia, I performed a pelvic exam, vaginal ultrasound saline sonogram, hormonal evaluation, and a diagnostic laparoscopy,

The exam was similar to a human exam, except that the vagina was much more muscular and less distensible. This made the speculum exam difficult. Further, laparoscopy was quite comparable to human surgery, minus the considerable abdominal shave needed to find the umbilicus.



Ultimately, I determined that Kelee had a longitudinal vaginal septum and mild vaginal stenosis as well as significant hyperprolactinemia. This has been reported in other lowland gorillas and successfully treated. She has been started on cabergoline twice a week, served up in a peanut butter sandwich.

Kelee will be anesthetized in several months to reevaluate her prolactin level and perform an MRI of her head. Hopefully, her prolactin will return to normal, giving her a chance to conceive by this summer!

Do you have an interesting case? Let us know.

**Pacific Coast
Reproductive Society**



PO Box 2223
Sisters, OR 97759-9806
Phone: (541) 549-1607
Fax: (562) 293-2837
Email: info@pcrsonline.org

*"WHERE CUTTING EDGE
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INTIMATE COLLEGIALLY"*

PCRS 2010 Annual Meeting

*Optimizing Patient Care In Reproductive Medicine: Contemporary
Approaches to Ongoing Medical,
Laboratory, Ethical, and Legal Challenges
April 14 to 18, 2010*

President-Elect's Message

(Continued from page 1)

boundaries imposed by CME regulators. I invite anyone interested to volunteer to serve on one of several committees addressing these goals and directives.

As president, I look forward to exploring new ways to bring value to our members beyond the annual meeting. This idea dovetails with my thoughts on sharing the things we learn in a less formal way. As most of you have already experienced, utilization of online survey tools by PCRS has brought valuable feedback to the Board and administrative staff of the Society. I also think members find it fun taking surveys as a way to give feedback. I'd like to explore expanding the use of survey tools to poll our members on an array of topics, e.g. how we stimulate poor responders, what we pay our staffs, what percentage of income is dedicated to marketing, who is using services like acupuncture, to name a few. Through this PCRS network, individual members can share information about how we run our centers as well as sharing data on what we are doing medically.

I will start my year as president by polling attendees at the 2010 annual meeting on what questions they would most like to ask their colleagues. Please join me in giving this some thought. What do YOU want to know about what your colleagues are doing?

Get Ready for the Annual Meeting

Find out about all the good stuff PCRS has to offer
at the 2010 Annual Meeting
<http://www.pcrsonline.org/meetings.htm>.

Impressive Faculty
Exciting Courses
Innovation
Workshops
Casual/Intimate Collegiality
Round Tables
Inclusiveness
Presentation of Original Research
Professional and Personal Support
Serious Stuff
Sand Castle Contest
Families Having Fun
Vampires