

# Week-at-a-Glance • Including Optional Education Courses

## FRIDAY, MAY 6, 2011

- 6:30am – 6pm Registration Open  
Boston Convention & Exhibition Center
- 9am – 12Noon ASERF Board of Directors Meeting
- 1pm – 6pm ASAPS Board of Directors Meeting

### Pre-Meeting Cadaver Workshops —Additional Fee

- 7:30am – 1pm **S1 Endoscopic Technique in Forehead & Mid-Face—A Cadaver Workshop** ♦  
Saltz/Core/Movassaghi/Warren
- 2pm – 6pm **S2 Facial Rejuvenation by MACS Lift—A Cadaver Workshop** ♦  
Jewell/Jelks/Movassaghi/Tonnard/Hunstad/Richter/Fickas
- 2pm – 6pm **S3 Open and Closed Rhinoplasty: The Complete Basic Steps of Rhinoplasty: A Cadaver Workshop** ♦  
Gryskiewicz/Egeland/Warner/Izenberg/Sherick

### Resident Education

- 9am – 3:30pm **S4 Residents & Fellows Forum** RF  
Movassaghi/Mofid
- 3:45pm – 6pm **S5 Hands on Laser Workshop for Residents** RF  
Movassaghi/Mofid
- 6pm Residents & Fellows Reception
- 7pm VIP, International & Faculty Reception

## SATURDAY, MAY 7, 2011

- 6:30am – 6pm Registration Open  
Boston Convention & Exhibition Center

### Optional Education —Additional Fee

- 7:30am – 5pm **S6 Rhinoplasty Symposium: Mastering Primary and Ethnic Rhinoplasty—Getting it Right the First Time** ♣  
Daniel/Rohrich
- 7:30am – 5:30pm **S7 Cosmetic Medicine 2011—Achieving Excellent Results—Featuring Live Patient Demonstrations of Treatments and Results**  
Kulick/Lorenc
- 8am – 12Noon **S8 Medical Life Drawing & Sculpture** ♣  
Fairbanks/Fairbanks
- S9 Re-Designing Your Aesthetic Practice—How To Get Beyond Today** ♣  
Jewell/Singer/Few/Jewell
- S10A AAAASF Inspector Training Workshop** ♣  
Reed/Brownstein/Watts/Pollock/Keyes/Griffin-Rossi
- 12Noon – 1:30pm **S11 Women Plastic Surgeon's Luncheon** ♦  
Hirmand/Leffel
- 12:30pm – 4:30pm **S10B AAAASF Medicare Inspector Training Course** ♣  
Iverson/Watts
- 1pm – 6pm **S12 Global Hot Topics** ♣  
Adams/Gryskiewicz/Young/Goés
- 2pm – 6:30pm **4-Hour Courses**
- 101/201 Facelift: Planning and Technique** ♦  
Marten
- NEW 102/202 Integrating Surgical Shaping with Volumetric Enhancement—Fat and Beyond—Face, Breast and Body**  
Stuzin/Rohrich

- 103/203 Lipoplasty A-Z** ♣  
Fodor/De Castro

- 104/204 Safer Sedation/Analgesia for Office-Based Surgery** ♣  
Klock/Glick/Nunnally/Hernandez

2pm – 4pm

### 2-Hour Courses

- 105 Gluteal Augmentation** ♣  
Abel de la Peña/Gonzalez/Mendieta
- 106 Variations and Complications of Aesthetic Abdominoplasty 2011** ♣  
Matarasso
- NEW 107 Corset Trunkplasty: Comprehensive Approach to Massive Weight Loss Abdominal and Waistline Contouring**  
Moya
- 108 Fat Grafting to the Breast** ♣  
Khoobehi
- 109 The Roles of No Vertical, Vertical and T Scar Operations in Mastopexy/Reduction** ♣  
Lalonde/Lista
- 110 Eyelid and Periocular Surgery: Unifying Aesthetics and Function** ♣  
Spinelli
- NEW 111 Fundamentals of Internet Marketing** ♣  
Stevens/Miller/Dean/Crow
- 112 Relationship Marketing: How To Do It, How To Put It In Action** ♣  
Zupko
- NEW 113 Using the Newly-Revealed Near Misses in Aesthetic Plastic Surgery to Improve Your Practice** ♦  
Young/Grotting/Oppikofer
- 114 New Devices in Plastic Surgery** ♣  
Pozner/Bass/DiBernardo
- 4:30pm – 6:30pm **2-Hour Courses**
- 205 Croton Oil Peels** ♣  
Bensimon
- 206 Facelift Rejuvenation: Short Scar Facelift, Neck Lift and Temporal Brow Lift** ♣  
Matarasso
- 207 Laser Resurfacing—Full Field and Fractional** ♣  
Pozner/Bass/DiBernardo
- 208 Liposuction—2011: New Technologies, Established Techniques and Combined Procedures** ♣  
Pitman/Stoker/Theodorou/Chia
- 209 Bodylifting, Mastopexy, and Brachioplasty in the Massive Weight Loss Patient: Technical Refinements to Optimize Results**  
Rubin/Centeno
- 210 Whittling the Waist & Extremities: Dramatic and Comprehensive Body Contouring Incorporating SAFELipo Techniques**  
Wall/Wall
- 211 Management of Breast Ptosis** ♣  
Hammond
- 212 Breast Asymmetry: Strategies for Improving Outcomes and Patient Satisfaction** ♣  
Taylor/Mills
- 213 Rhinoplasty: Optimizing Your Results** ♣  
Gruber
- 214 The Buzz in Cosmetic Medicine: Safe and Profitable Med-Spas** ♣  
Saltz/Crawford

## SUNDAY, MAY 8, 2011

6:30am – 5:30pm Registration Open  
Boston Convention & Exhibition Center

### Scientific Session

- 7:45am Aesthetic Society Welcome  
ASERF Welcome  
International Welcome  
Program Chairs' Welcome
- 8am Panel—Facelifting in the Elderly—  
Challenges and Pitfalls  
Moderator: James M. Stuzin, MD  
Panelists: Fritz E. Barton, Jr., MD, Timothy J. Marten, MD,  
& Graeme J. Southwick, MD
- 9am Panel—Live Marking Demonstration—  
Blepharoplasty & Browlifting The Skin,  
The Fat and The Finesse  
Moderator: Rod J. Rohrich, MD  
Panelists: Thomas A. B. Bell, MD, Steven Fagien, MD, &  
Glenn W. Jelks, MD
- 10:15am Coffee Break in the Exhibits
- 11am Papers
- 11:30am Point/Counterpoint—The Neck—To Open or  
Not to Open—That is the Question  
Moderator: Fritz E. Barton, Jr., MD  
Presenters: Joel J. Feldman, Jr., MD & Patrick Tonnard, MD
- 12:15pm – 1:45pm Lunch in the Exhibits
- 1:45pm Panel—Analyzing & Precision Planning of the  
Asymmetric Breast  
Moderator: Jack Fisher, MD  
Panelists: Laurie A. Casas, MD, James C. Grotting, MD,  
Dennis C. Hammond, MD, & G. Patrick Maxwell, MD
- 3pm Papers
- 3:30pm Coffee Break in the Exhibits
- 4pm Panel—Autologous Fat Grafting—  
Show Me the Science  
Moderator: Scott L. Spear, MD  
Panelists: Claudio Calabrese, MD, J. Peter Rubin, MD, &  
Tunc K. Tiryaki, MD
- 5pm Panel—Maintaining Access to Breast Implants—  
Challenges of Post-Market Surveillance  
Moderator: Felmont F. Eaves, III, MD  
Panelists: Michael F. McGuire, MD, FDA &  
Industry representatives
- 5:45pm Point/Counterpoint: Breast Augmentation—  
Fat vs. Implants  
Moderator: Robert Singer, MD  
Panelists: William P. Adams, Jr., MD &  
Daniel A. Del Vecchio, MD
- 6:30pm – 8pm Welcome Reception  
Exhibit Hall A, Boston Convention & Exhibition Center

### Optional Education —Additional Fee

- 9am – 4:30pm **S13 How To Be A Successful Patient  
Coordinator** ♣  
Zupko
- 12:30pm-2pm **S14 Research & Innovative Technology  
Luncheon**  
Adams/Gryskiewicz
- 12:30pm – 1:30pm **1-Hour Courses**
- 301 Comprehensive Otoplasty** ♣  
Leber
- NEW 302 Effective, Efficient, Patient Friendly  
Facelifting Using SMAS, Fat and  
Tumescent Techniques**  
Bucky

**303 Lips and Lines** ♣  
Wilkinson

**304 Abdominoplasty with Direct Deep Fat  
Resection** ♣  
Beck

**NEW 305 Breast Augmentation with Fat Grafting—  
Large Volume Technique**  
Del Vecchio

**NEW 306 Subareolar Mastopexy**  
Becker

**307 Injection Techniques for Tear Trough and  
Peri-Orbital Area: Minimize Complications  
and Optimize Results** ♦  
Hirmand

6:30pm – 7:30pm **S15 Cocktails and Complications**  
Constantian/Feldman/Fisher/Grotting/Kenkel/  
Marten/Matarasso/Mendieta/Saltz/Singer/  
Spear/Stevens/Stuzin

## MONDAY, MAY 9, 2011

6:30am – 5pm Registration Open  
Boston Convention & Exhibition Center

### Scientific Session A

- 8am Panel—Secondary Correction of Browlift  
Deformities  
Moderator: Charles H. Thorne, MD  
Panelists: Richard J. Warren, MD, Michael J.  
Yaremchuk, MD, & Bahman Guyuron, MD
- 9:15am Special Presentation—Integrated Approach to  
Lower Lid Blepharoplasty  
Moderator: Foad Nahai, MD  
Presenter: David A. Hidalgo, MD
- 10am Coffee Break in the Exhibits
- 10:30am Papers
- 11:15am Special Presentation—Understanding  
Evidence-Based Medicine—  
It WILL Affect Your Practice **got evidence?**  
Presenter: Mohit Bhandari, MD
- 11:30am Panel—Controversies in Plastic Surgery & Hand  
Rejuvenation—Addressing Skin & Volume  
Moderator: Al Aly, MD  
Presenters: Sydney Coleman, MD & Jason Pozner, MD
- 12Noon ASAPS/ASERF Member Business Meeting OR  
Lunch in the Exhibits

### Scientific Session B

- 8am Panel—Altering the Bony Framework of the  
Nose—When and How  
Moderators: Joe M. Gryskiewicz, MD  
Panelists: Mark B. Constantian, MD, Rollin K. Daniel, MD,  
& Geoffrey R. Keyes, MD
- 9am Panel—Learning to Make the Right Decision in  
Primary Rhinoplasty—Case Analysis  
Moderator: Rod J. Rohrich, MD  
Panelists: Jay W. Calvert, MD, Ronald P. Gruber, MD,  
Jack P. Gunter, MD, & Alan Matarasso, MD
- 10:15am Coffee Break in the Exhibits
- 10:45am Papers
- 11:30am Special Presentation with Video—My  
Approach to Primary Rhinoplasty  
Moderator: Richard A. D'Amico, MD  
Presenter: Nazim Cerkes, MD
- 12Noon ASAPS/ASERF Member Business Meeting OR  
Lunch in the Exhibits
- 6:30pm Women's Reception

# SAVE MONEY! Pre-Register by February 22, 2011

## Optional Education —Additional Fee

- 9am – 11am **S16** **Patient Coordinator Alums: Dialogue and Discussion** ♣  
Zupko
- 12:30pm – 2:30pm **S17A** **Physician Extender (RN/NP/PA) Injector Competence Training—Level 1—Basic Understanding the Basics of Injection Techniques with Neurotoxins and Hyaluronic Acid Dermal Fillers** ♣  
Few/Hirmand
- 3pm – 6pm **S17B** **Physician Extender (RN/NP/PA) Injector Competence Training—Level 2—Advanced—Advanced/Combination Injection Techniques with Neurotoxins and the Array of FDA-Approved Dermal Fillers** ♣  
Graivier/Lorenc
- 2pm – 6:30pm **4-Hour Courses**
- 401/501** **Optimizing Outcomes in Breast Augmentation** ♣  
Adams/Teitelbaum
- 402/502** **Oculoplastic Surgery for the Plastic Surgeon** ♣  
Codner/Jelks
- 2pm – 5pm **3-Hour Courses**
- 403/503** **Forehead Lift: Planning and Technique** ♦  
Marten
- 404/504** **The Comprehensive Abdominoplasty: Using the High Lateral Tension, Reverse, and Fleur-de-Lys Techniques for Safer and Superior Results** ♣  
Rosenfield
- 2pm – 4pm **2-Hour Courses**
- 405** **Reshaping the Face and Lid-Cheek Junction** ♣  
Warren
- 406** **Mid-Face Lifting Through Lower Eyelid Incisions—Part 1/Short Scar Facelift—Part 2** ♣  
Massiha
- 407** **The Lift and Fill Facelift—Redefining a Natural Look in Facial Rejuvenation** ♣  
Rohrich
- 408** **Combining Fillers and Neurotoxins for Pan-Facial Rejuvenation** ♣  
Kane
- 409** **Lipoabdominoplasty & Body Contouring**  
Saltz/Ribeiro/Matos
- 410** **Breast Augmentation and Augmentation Mastopexy—Problem Solving and Operative Strategies**  
Casas/Fisher
- 411** **Transaxillary Endoscopic Breast Augmentation: Processes and Refinements to Improve Patient Outcomes** ♣  
Strock/Core
- 412** **Rhinoplasty: Diced Cartilage and Fascia Grafts** ♣  
Calvert/Daniel
- NEW 413** **Reputation Management—Managing Your Online Image** ♣  
Stevens/Miller/Seery/Segal
- 414** **Reading Prospective Patients More Effectively and Improving Scheduling Results** ♣  
Zupko

- NEW 415** **Serious Complications of Facial Fillers: Diagnosis, Prevention & Treatment**  
DeLorenzi
- 416** **Preventing Surgical Site Infection in Aesthetic Plastic Surgery** ♣  
Young/Blinder/Camins
- NEW 417** **Safety Training Module for the Perioperative Safety Pilot Project**  
Grunwald/Oppikofer/Eaves
- 4:30pm – 6:30pm **2-Hour Courses**
- 505** **Contemporary Browlift and Mid-Face Lifting** ♣  
Paul
- 506** **Auto-Fat Grafting and Pursing Suspension Sutures in Face Lift** ♣  
Guerrerosantos
- 507** **Lipoabdominoplasty—Safer Abdominoplasty** ♣  
Saldanha/De Castro/Rohrich/Stuzin
- NEW 508** **Arms, Breast, Back, Buttocks and Thighs Following Major Weight Loss**  
Hunstad/Rubin
- NEW 509** **High Resolution Ultrasound in Plastic Surgery: Interactive Evaluation of Gel Implants and Other Potential Applications**  
Bengston
- 510** **Improving Results in Rhinoplasty**  
Gunter/Cochran
- NEW 511** **Practice Optimization: Doorways to Success** ♣  
Ntoh
- 512** **The Pinch Blepharoplasty for Safer and Superior Results** ♣  
Rosenfield
- NEW 513** **Two Intelligent Choices in Injectables: Complications, Safety, Lessons Learned from Patients & FDA Clinical Trials**  
Kinney

## TUESDAY, MAY 10, 2011

7am – 5pm **Registration Open**  
Boston Convention & Exhibition Center

### Scientific Session A

- 7:45am **Panel—Autologous Fat Grafting—Show Me the Clinical Results**  
Moderator: James C. Grotting, MD  
Panelists: Gino Rigotti, MD, Michael Scheffan, MD & Roger K. Khouri, MD
- 8:45am **Panel—Lipoplasty—It's Us—Not the Machine**  
Moderator: Steven Teitelbaum, MD  
Panelists: Barry E. DiBernardo, MD, Constantino Mendieta, MD & Simeon H. Wall, Jr., MD
- 9:45am **Coffee Break in the Exhibits**
- 10:15am **Papers**
- 11am **Panel—Crisis During Eyelid Rejuvenation—What Do I Do Now?**  
Moderator: Mark A. Codner, MD  
Presenters: Claudio L. DeLorenzi, MD, Kevin F. Hagan, MD & Glenn Jelks, MD
- 12pm **Interactive Video—The Gluteal Augmentation—Consistency and Safety**  
Moderator: Constantino Mendieta, MD  
Presenter: Raul F. Gonzalez, MD
- 12:30pm **Lunch in the Exhibits**

## Scientific Session B

7:45am	<b>Panel—Skin Care—Lotions &amp; Potions for Wrinkles: What Really Works?</b> Moderator: Clifford P. Clark, III, MD Panelists: Jeff Dover, MD (Dermatologist), Renato Saltz, MD, & Victoria A. Vitale-Lewis, MD
8:45am	<b>Point/Counterpoint: The Face—Fillers vs. Fat</b> Moderator: Julius W. Few, MD Panelists: Sydney Coleman, MD & Val Lambros, MD
9:30am	Coffee Break in the Exhibits
10am	Papers
10:45am	<b>Panel—Highlights of Hot Topics</b> Moderators: William P. Adams, Jr., MD & Joe M. Gyskiewicz, MD
11:30am	<b>Panel—Hype in Skin Tightening—Does the Data Support the Claims?</b> Moderator: Felmont F. Eaves, III, MD Presenters: Jeffrey M. Kenkel, MD, Michael I. Kulick, MD, & Brooke R. Seckel, MD
12:30pm	Lunch in the Exhibits
6:30pm	Awards Reception
7pm	Presidential Cocktail Reception
8pm	Presidential Dinner Dance

## Optional Education —Additional Fee

12:30pm – 1:30pm	<b>S18 Candidate Open Forum (Free to ASAPS Candidates)</b> Whitfield/Walden
2pm – 6:30pm	<b>4-Hour Courses</b>
	<b>601/701 Sculptural Rejuvenation of the Face, Eyes, and Mouth</b> ♣ Little
	<b>602/702 Three-Dimensional Body Contouring—The Next Generation of Liposuction, Abdominoplasty, and Muscle Augmentation with Fat Grafting</b> ♣ Mendieta/Hoyos/Mentz/Wall
	<b>603/703 Plastic Surgery After Massive Weight Loss with Advances in Upper Body Lift and Inner Thigh Lift</b> ♣ Hurwitz/Mohammadi
	<b>604/704 Comprehensive Rhinoplasty: Airway, Phenomenology, Technique</b> Constantian
	<b>605/705 Practice Financial Management for Aesthetic Surgeons</b> ♦ Zupko
2pm – 4pm	<b>2-Hour Courses</b>
	<b>606 Lower Face and Neck Rejuvenation: Treatment Options</b> ♦ Sullivan/Marten
	<b>607 Foreheadplasty: Anatomy &amp; Limited Incision Technique</b> ♣ Knize
	<b>608 Progressive Tension Sutures—No Drain Abdominoplasty</b> ♣ Pollock/Pollock
	<b>609 Plastic Surgery of the Massive Weight Loss Patient</b> ♣ Aly/Cram
	<b>610 Peri-Areolar Mammoplasty</b> Benelli/Goés
	<b>611 Techniques and Applications of Fat Grafting to the Breast</b> ♣ Khouri

	<b>612 A Predictable Approach to Rhinoplasty</b> ♣ Guyuron
<b>NEW</b>	<b>613 Turning Cash Into Clicks and Clicks Into Cash—Advanced Internet Marketing</b> ♣ Stevens/Miller/Humes/Dean/Olesen
	<b>614 New Advances in Hair Restoration</b> ♣ Barrera/Fisher/Uebel/Vogel
4:30pm – 6:30pm	<b>2-Hour Courses</b>
	<b>706 Peri-Oral Wizardry 2011: Simple Operations that Restore Youthfulness to the Peri-Oral Area, to the Mid-Face Region and the Jaw</b> ♣ Flowers
	<b>707 Simultaneous Facelift and Fat Injections</b> ♦ Marten
	<b>708 Anatomy of the Face and Its Relationship to Modern Facelift Surgery</b> ♣ Zins/Boyd/Moon
<b>NEW</b>	<b>709 Liposuction Abdominoplasty</b> ♣ Brauman
	<b>710 Vertical Scar Breast Reduction and Mastopexy—State of the Art</b> ♣ Lista
	<b>711 Revision of Breast Augmentation, Mastopexy and Augmentation—Mastopexy</b> ♣ Shestak/Handel
	<b>712 Simplifying Rhinoplasty</b> ♣ Daniel
	<b>713 Eyelid and Forehead Rejuvenation: Putting It All Together</b> ♣ Sullivan/Jelks

## WEDNESDAY, MAY 11, 2011

6:30am – 12Noon Registration Open  
Boston Convention & Exhibition Center

## Scientific Session Free to Staff of Members & Candidates

8am	<b>Social Media—Why All the Bother?</b> Moderator: W. Grant Stevens, MD Panelists: Tom Seery— <i>Why Is It So Critical</i> Keith C. Hume, MD— <i>Facebook/Twitter/Linked In</i> Wendy Lewis— <i>The Art of Blogging</i>
9am	Coffee Break and Exhibits
9:30am	<b>Internet Marketing—Mastering the Web</b> Moderator: W. Grant Stevens, MD Panelists: Ryan J. Miller— <i>Top Rankings—What It Takes to Top Google/Picking a Vendor</i> Josef Blahnik— <i>Building &amp; Protecting Your Online Brand</i> W. Grant Stevens, MD— <i>The Role of the Surgeon—Making the Most of Your Leads</i> Jeff Segal, MD, JD, Founder of Medical Justice— <i>Reputation Management—Cultivating Positive Reviews &amp; Legal Options</i>
11am	<b>Maximizing the Worth of Your Practice</b> Moderator: James C. Grotting, MD Panelists: G. Don Barbo, MD, JD— <i>Increasing Profits and the Value of Your Practice</i> Michael Byrd, Esq., JD— <i>Buying and Selling: Legal Structure to Extract the Maximum Value from Your Practice</i> Constantino Mendieta, MD— <i>Art of the Close</i>

### Key

- ♦ Course open to plastic surgeons only
- ♣ Course open to spouses, nurses, office personnel or commercial exhibitors
- RF Course open to Residents and Fellows only