



What's over the horizon, and how do you prepare?

Plan to attend the ACAAI Annual Scientific Meeting in sunny Anaheim, Calif., Nov. 8-13, to learn skills, strategies and techniques crafted to prepare you for what's *Over the Horizon: Expanding Expertise*.



Dr. Weber

"We have the expertise to understand immunological mechanisms better than anyone else," said **Richard Weber, MD, FAAAAI**, president-elect and program chair. "The theme *Over*

the Horizon: Expanding Expertise conveys our focus on educating allergists-immunologists about what's coming down the pipeline while expanding their scope. The Annual Program Committee is planning a variety of scientific programs focused on achieving practice stability and growth, and the highest level of patient care in all areas of the specialty."

The XIV International Food Allergy Symposium on Thursday, Nov. 8, will help you navigate eosinophilic gastrointestinal disorders; give you strategies to tackle the most difficult food allergy challenges; expand your diagnosis and management armamentarium; and illustrate how food allergy guidelines change an allergy practice and impact primary care.

What to do about those medical journals you haven't had time to read? Expert faculty will digest them for you at the Friday Annual Literature Review, *Everything You Should Have Read Last Year, But Didn't*.

Throughout the meeting, top experts will discuss issues germane to your practice in

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Updated website and new tools extend reach of asthma screening program

It's never been easier for people with breathing problems that might be asthma to get help from the nation's allergists and ACAAI.

Visitors to the College's AllergyAndAsthma-Relief.org public microsite will find an easy to use, updated look for the Nationwide Asthma Screening Program (NASP) section.

The updated web pages are posted just in time for the program's expansion to include screening for nasal allergies.

"As allergists, we know that asthma and allergies are often connected," said **John Winder, MD, FAAAAI**, chair of the Nationwide Asthma Screening Program. "We now offer tools and resources, available at the screenings and online, to give people a chance to see if they are at risk and get them on the path to find relief."

2012 is the 16th year of the ACAAI's largest public service campaign. In the last two years, the program, which is supported by

Teva Respiratory, also was expanded to include screening for exercise-induced bronchoconstriction (EIB).

Online tools available for the NASP section include:

- An updated **Screening Locator** now using Google map search function is now front and center at www.acaaai.org/nasp.
- The new **Asthma and Allergies Symptom Self Test** allows visitors to find out more about their risk for asthma, nasal allergies and EIB. Those who have trouble taking a good deep breath, cough at night or have a stuffy or runny nose and itchy eyes, can take the test and receive information and resources. The

... continued on page 4



Dr. Fineman

Improving awareness of our Allergist “brand”

One of my presidential priorities is to help our members market their practices. An objective of a successful marketing strategy is to develop a “brand” or image that projects you and your practice as the expert in the care of the allergic diseases. In this article I will review some of the strategies the College has implemented to help you in your marketing efforts.

When *USA Today* ran the lead article about allergies during our last annual meeting in Boston, our members took notice. Many of you came up to me excited, saying “this is the kind of public relations and marketing we need. Media coverage like this really helps keep allergic disease and allergists in the forefront. This is what ACAAI should be working on.” I’d like to explain some of the effort and background behind this success and what the College has been doing to help us all improve the recognition of our “brand” as allergists.

The *USA Today* coverage was a direct result of the ongoing proactive media relations ACAAI has been conducting since early 2009 through the *Find an Allergist, Find Relief* campaign.

Our media relations staff pitched the President’s Session Plenary Session topics on “Allergies to Life’s Pleasures” to national media weeks before the meeting. Embargoed press releases were written on the impact of these consumer friendly topics – air fresheners, alcohol and pets.

But even before that, we had been working to establish a relationship with the *USA Today* newspaper and their journalists, as we have with many other national and local news outlets and journalists. These media resources have come to rely on ACAAI as an authoritative source who can be counted on for accurate information, knowledgeable spokespersons and valuable public education. The *USA Today* writer was interested, not only in covering one, but all three topics. ACAAI staff arranged interviews with Dana

Wallace, MD, FACAIAI, Sami Bahna, MD, DrPH, FACAIAI and me before we even arrived in Boston. When the embargo was lifted on Sunday after the symposium, the *USA Today* ran the story in their Monday print edition, with a circulation of over 1.8 million, and online reaching 21.5 million unique visitors.

On March 13, 2012, *The Wall Street Journal* published “The Season’s Public Enemies” as the cover story of the Personal Journal section. ACAAI was very involved in the creation of this article, which began with an ACAAI expert alert distributed to media nationwide announcing the start of the early pollen season. The alert caught the interest of a *The Wall Street Journal* editor. ACAAI staff arranged interviews with James Sublett, MD, FACAIAI, Richard Weber, MD, FACAIAI and me. Dr. Sublett and I identified patients who participated, and Linda Cox, MD, FACAIAI and Steven Prager, MD, FACAIAI were also interviewed.

The Wall Street Journal print circulation is 2.1 million, with over 6.6 million unique visitors monthly to its website.

These are two high profile examples of the work the College is doing daily to increase awareness of the allergists, our unique qualifications and the benefits of care by a specialist. ACAAI media relations efforts are off to a great start this spring with over 1,000 print, online and broadcast national and local placements as of mid-March. See the related article on page 3 for details.

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ACAAI American College of Allergy, Asthma & Immunology

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The right messages carried nationally

Recent media coverage featuring ACAAI, its members, messages and public website included such topics as winter allergies, adult onset, clearing the air, the early arrival of spring allergies and journalist Anthony Shadid's death due to asthma. These topics and more have been covered so far this year in many national and local outlets, including:

- NBC Nightly News, NBC Today Show, the Weather Channel and numerous local NBC stations
- *The Wall Street Journal*, *USA Today*
- Magazine coverage in *Men's Health*, *Self*, *Family Circle*, *Woman's Day*, *Health*, *Martha Stewart Living*, *Parent and Child*, *Costco Connection*, *Living Without*, *Prevention*, *Woman's World*, *Fitness and Reader's Digest*
- Online coverage on a Washington Post blog, Fox News, MSNBC, CNN, Yahoo Health, MayoClinic, HealthDay, MSN Health, Rodale.com, WebMD Medical News Today, EverydayHealth.com and iVillage
- Radio segments aired on CBS Network Radio stations across the nation

From MSNBC.com: "Tragic asthma deaths like Shadid's are more common than they should be," said Dr. **James Sublett**, a spokesperson for the American College of Allergy, Asthma and Immunology... "The latest numbers are four to five thousand deaths per year," Sublett said.

In life-threatening situations, something – often an intense allergic response – kicks off a severe attack in which the muscles that wrap around airways begin to spasm. When that occurs, they can tighten down and stop air from moving in and out,' Sublett said."

ACAAI Annual Meeting continued from page 1

a variety of formats including plenary sessions, symposia, workshops and Meet the Professor Breakfasts. Plus, special courses will be offered for your staff, including Advanced Practice Health Care Providers and Allied Health Professionals.

Save the date for the ACAAI Annual Meeting, Nov. 8-13, and plan to bring your

family to sunny Anaheim. This world-class visitor destination offers terrific beaches, unparalleled shopping and entertainment, trendy restaurants, exciting nightlife, championship golf, lively art districts, beautiful historic landmarks and popular family attractions.

Practice materials stress allergist qualifications

Thanks to the *Find an Allergist, Find Relief* campaign, more people than ever before have heard about the allergist's unique qualifications. This has been accomplished nationally through increased ACAAI public microsite traffic, specifically to the *Find an Allergist* Locator, improved search engine rankings and ongoing coverage in national media. It has also been accomplished on a local level through ACAAI member use of professionally designed ACAAI Relief Team materials.

The campaign has:

- Raised awareness of allergies and asthma, and the benefits of seeing an allergist for diagnosis and treatment;
- Motivated allergy and asthma sufferers to take action; and
- Differentiated allergists from other clinicians.

These objectives continue to be essential for increasing awareness of the specialty and the importance of seeing an allergist for treatment of allergic disease. The messages and materials available for your use have been updated and refined to include stronger message points about the importance of seeing an allergist. (See Dr. Fineman's Message from the President on page 2).

Download and personalize these free materials to use at health fairs, in your newsletter, on your website and to send to referring physicians:

- New print and online ad designs to upload to your practice website and use in local print and online advertising
- Seasonal articles for use in your patient newsletter, on your practice website and with local media. New spring and summer articles are now available.
- Fact sheets, patient education flyer and FAQs on the value of seeing an allergist
- PowerPoint presentation on value of allergist care

Some of these materials are available now for free download in the members' online store at www.acaa.org with remaining materials coming soon.

World Allergy Congress includes ACAAI symposium

The College presented a sister symposium at the XXII World Allergy Congress held in Cancun, Mexico, Dec 4-8, 2011.

The symposium highlighted “When Food Allergies are Unusual, Unexpected and Potentially Fatal.”

Amal Assa’ad, MD, FAAAAI, Past President **Sami Bahna**, MD, DrPH, FAAAAI, and Immediate Past President **Dana Wallace**, MD, FAAAAI, presented on “Atypical Manifestations of Food Allergy,” “Food Allergy by Non-ingestant Routes,” and “Food-induced Anaphylaxis-Diagnosis and Treatment” respectively. **Gailen Marshall**, MD, PhD, FAAAAI, moderated this session, which was well attended and interactive.

All of the ACAAI representatives were also involved in participation of other sessions and workshops during the conference. The World Allergy Congress 2011 had 3,517 attendees from 85 countries who could choose to attend any of the 251 scientific sessions, review 682 abstracts, and ask questions of the 246 invited speakers.

“Perhaps the highlight of the week was the interaction with international allergists presenting their unique points of view, experiences, and research both during the scientific sessions and in informal conversations,” reported Dr. Wallace, ACAAI International Committee chair. “It is always rewarding to see that our ACAAI speakers and U.S. allergists are respected worldwide and that we are following a high, global standard in the delivery of allergy care for patients. One can quickly see that we all face the same hurdles of how best to deliver quality diagnostic, preventative, and therapeutic health care in a cost efficient manner. In the words of one attendee, the meeting was “Bien... perfecto.”

The WAO is an international umbrella organization made up of members from 89 regional and national allergy and clinical



Participants of ACAAI's sister symposium at the World Allergy Congress included (from left) Drs. Sami Bahna, Dana Wallace, Amal Assa'ad and Gailen Marshall.

immunology societies, representing over 100 countries, of which the ACAAI is one of the largest representatives.

“All ACAAI members are also full members of the WAO. The WAO provides direct and co-sponsored educational outreach programs, symposium, and lectureships to member societies as well as to developing areas around the world. The mission is to build a global alliance of allergy societies, which will advance excellence in clinical care, research, education, and training in allergy,” noted Dr. Wallace.

The ACAAI has been well represented on the WAO Board of Directors with past presidents **Michael Blaiss**, MD, FAAAAI, and **Myron Zitt**, MD, FAAAAI, having served for the past several years. In January 2012, Dr. Zitt completed his 4-year term on the Board, but remains active on many of the committees. Dr. Wallace was elected to become a new member of the WAO Board of Directors.

Asthma screening program *continued from page 1*

online test is based on the Asthma Life Quality test.

- **My EIB Journal** provides visitors who have breathing problems when exercising with an opportunity to record their workouts, symptoms and medication use. The reports can be printed and shared with an allergist.

- Easy access to the ***Find an Allergist Locator***.

“These online tools expand the reach of the asthma screening program. People learn how the correct diagnosis and treatment can change their lives and that an allergist is the specialist to see for care,” said Dr. Winder. “They provide a resource for those who are unable to attend a screening or

may prompt users to find a local screening and an allergist.”

Register to host a screening

Each year more than 200 allergists donate their time to host a free asthma screening in public places in their community, like shopping malls, health fairs and community festivals. The College provides each allergist with a kit of public education materials to hand out at the events.

The screenings offer a great way for ACAAI members to interact personally with the public and let them know how an allergist can help them find relief. As a result of the 15 year commitment of College members, almost 130,000 people have been

screened and half referred to an allergist for a diagnosis.

“We think adding allergy screenings this year will make the program even more popular,” said Dr. Winder. “And as always, we appreciate the members who dedicate their time to make this program possible.”

ACAAI member allergists conduct screenings throughout the year. Register to host a screening in your community online at acaai.org. Log into the members only section and click on Nationwide Asthma Screening Program, or contact the NASP Help Line at 312-558-1175 or asthmascreening@pcipr.com.

Colleagues, friends and followers discuss, share and tweet

The College invites you to interact with colleagues and patients using a variety of social media including Facebook, LinkedIn, Twitter, and the Allergist YouTube. ACAAI also has Twitter for patients, so you can retweet the valuable information to your own Twitter followers.

Use LinkedIn to exchange knowledge, ideas and opportunities with a broader network of allergy-immunology professionals. Some nearly 900 group members are discussing a variety of topics germane to the specialty including the reclassification of allergen extracts by the Food and Drug Administration (FDA); chronic idiopathic urticaria; and several consult requests on difficult cases.

The increasingly popular Allergist YouTube channel, featuring 32 educational videos on a wide-range of allergy-immunology topics, has received more than 14,000 views. The videos are designed to be embedded in your practice website.

Take advantage of these convenient social media outlets to receive early notification on topics that will impact your practice including:

- Calls for comments: keep abreast of important review deadlines for drafts of practice parameters and other documents relevant to clinical practice



"Food Allergy Success Story: Christian and Heidi" is new on Allergist YouTube.

- Important news from the ABAI, FDA, NIH, NIAID, CDC, EPA and other organizations impacting allergy-immunology
- Deadlines and updates on hot topics
- Breaking news your patients are getting that may generate calls to your office

ACAAI's social media links are available at www.acaa.org.



ACAAI Linked In

Presidents' Message *continued from page 2*

But our public education efforts go beyond media relations. In the first two months since ACAAI ended its paid search engine marketing efforts, the ACAAI public microsite traffic is maintaining the 2011 monthly average of 60,000 unique visitors. When we began our marketing efforts in early 2009, the site was averaging only 26,000 unique visitors per month.

January 2012 organic (unpaid) *Find an Allergist* searches reached a record high of 2,280, with February searches ranking the third highest since we began tracking. We have already surpassed the total number of *Find an Allergist* searches performed in all of 2009. In addition we are also proud of the fact that, in 2011 there were over 105,000 searches on our Allergist Locator which should help patients find you and hopefully generate more patients for your practice.

Resources to use locally

We have listened to your call for help in combating the growing local competition for scope of services. The College has stepped up our messaging and new, free, updated materials are available to use in marketing your practices and presenting our unique qualifications as specialists.

These resources include key messages, such as:

- Allergies and asthma are serious diseases and that's "nothing to sneeze at." Misdiagnosis and inappropriate treatment can be dangerous.
- Anyone with allergies and asthma should be able to feel good, be active all day and sleep well at night. No one should accept less.
- Board-certified allergists are the best-trained health professionals to perform allergy testing and treat allergic diseases effectively. Allergists:
 - Treat more than just symptoms.
 - Can identify the source of your suffering and develop a treatment plan to eliminate symptoms.
 - Provide you with the most cost-effective care and best outcomes.
- According to patients an allergist is successful in treating up to 90 percent of patients with seasonal allergies and 70 to 80 percent with perennial allergies.
- Sufferers say allergists are the most qualified to treat most allergies, and that allergists are more effective at relieving symptoms. Well over half say allergists'

treatment is very effective, while only 4 in 10 say the same of treatment by a non-allergist.

New and updated materials available free to all members include:

- Message points for use with the media
- Website and social media content, banner ads and seasonal articles
- Referral collateral, including fact sheet on value of seeing an allergist, patient education flyer and FAQs
- PowerPoint presentation on value of allergist care

Read about the details and how to download these new resources as they become available in the article on page 3.

In these challenging times it is even more critical that we continue to improve our "branding" and market our practices. The College is working to help you in this effort by providing tools you can use locally, helping drive patients to your offices through our web site and with active media relations that improve the public's awareness of the benefits of care by an allergist.

Stanley M. Fineman, MD, MBA, FAAAAI
President

5K Club and 10K Club members are vital to Foundation

The ACAAI Foundation is allocating \$200,000 for two 2012 Young Faculty Support Awards and a 2012-13 Fellows-in-Training Program Relief Grant.

“Support from the *5K Club* and *10K Club* is vital for continuing to help meet the increasing needs for educational support within our specialty,” said ACAAI Foundation President **Nathan Segall**, MD, FAAAAI.

“The Foundation is fortunate that donor contributions have enabled us to continue the College’s tradition of providing a \$50,000 two-year fellowship stipend to

help ease the financial burden for the University of North Carolina at Chapel Hill,” he said.

Support of this FIT stipend is made possible by donors like Dr. Segall and **James Sublett**, MD, FAAAAI, who recently achieved *10K Club* status for their contributions of at least \$10,000, and **Gullapalli Krishna Rao**, MD, FAAAAI, who achieved *5K Club* status for his contributions of at least \$5,000.

In addition to Drs. Segall and Sublett, the *10K Club* includes the following Fellows of

the College: **Sami Bahna**, MD, DrPH, **Emil Bardana, Jr.**, MD, **Joseph Bellanti**, MD, **Bradley Chipps**, MD, **Lawrence DuBuske**, MD, **David Engler**, MD, **Stanley Fineman**, MD, MBA, **Linda Ford**, MD, AE-C, **Richard Gower**, MD, **Bobby Lanier**, MD, **Phillip Lieberman**, MD, **Alnoor Malick**, MD, **Kathleen May**, MD, **Edward O’Connell**, MD, **Dana Wallace**, MD, **Richard Weber**, MD,



Dr. Segall



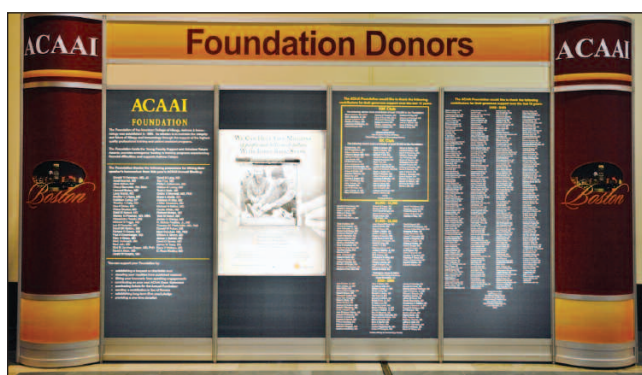
Dr. Sublett

and **Betty Wray**, MD. Corporate donors are ACAAI, the ACAAI Alliance, the New England Society of Allergy and Texas Allergy, Asthma & Immunology Society.

The Foundation website provides a complete list of *10K Club* and *5K Club* members, information about joining, planned giving programs and *Tithe-a-Talk*. The *Tithe-a-Talk* program makes it easy to donate honoraria from your speaking engagement.

The Jean Chapman Endowment Fund for Education was established to help support fellows-in-training travel grants. In times of bereavement, you can request donations be made, in lieu of flowers, to help advance the care of allergy and immunology.

We hope you will consider making a cash donation, bequest, a donation of royalties from speaking engagements, or a contribution on your next ACAAI dues statement. Please send your check (made payable to ACAAI Foundation) to ACAAI Foundation, 85 W. Algonquin Road, Suite 550, Arlington Heights, IL 60005.



Members of the *5K Club* and *10K Club* who make their pledge are acknowledged at each Annual Meeting with a special ribbon and listings in the Convention Program Guide and the Foundation Honor Roll display.

Call for abstracts for ACAAI Annual Meeting

The ACAAI Abstract Review Committee invites you to submit your clinical and research findings online for presentation at the 2012 ACAAI Annual Meeting in Anaheim, Nov. 8-13. The deadline for submission is July 6. First Year FITs only may submit abstracts for consideration of a poster presentation as late as Aug. 3.

Abstracts must be submitted online at www.acaa.org when the site opens in mid-April. Authors should follow all directions carefully as they proceed through the system’s step-by-step process. The assigned abstract ID number will allow authors to resume or edit a previous submission until the July 6 deadline.

Effective this year, there is a \$40 submission fee for each abstract submitted. This fee is waived for fellows-in-training, medical students and residents. Visit the website for payment information.

All authors whose abstracts are accepted for presentation will be required to register for the meeting and pay the appropriate meeting registration fee. Registration information will be available on the website in July.

Abstracts selected for oral and poster presentations will be published as a Supplement in *Annals of Allergy, Asthma & Immunology*. FITs who submit an abstract



Poster Presentation by Dr. Sumit Bose, University Hospitals Case Medical Center, Cleveland, Ohio, who was one of 58 residents attending the Boston meeting.

may submit an application for the ACAAI Clemens von Pirquet Award. Applications are optional.

Young faculty invited to apply for \$50,000 grant

If you are an ACAAI member interested in undertaking a research or teaching project, the Foundation of ACAAI invites you to apply for a Young Faculty Support grant.

Young faculty who are less than 40 years of age, or those within the first five

years of medical practice in an academic environment, may apply for a \$50,000 Young Faculty Support grant. Two grants will each fund a one-year project with a possible one-year renewal for clinically relevant research projects involving basic research, innovative teaching or delivery of care in an academic setting.

Three Young Faculty Support Awards were presented at the 2011 Awards Ceremony in Boston to the following recipients:

- **Christina Ciaccio**, MD, FAAAAI, Children's Mercy Hospital, Kansas City, Mo., for her study titled "The Mechanisms by which Environmental Tobacco Smoke



Award recipients from left: Drs. Christina Ciaccio, Jill Adair Poole, and Brian Vickery.

Influences the Development of Atopic Sensitization."

- **Jill Adair Poole**, MD, FAAAAI, University of Nebraska Medical Center, Omaha, Neb., for her study titled "The Role of Vitamin D in Chronic Urticaria and Angioedema Treatment."
- **Brian Vickery**, MD, Duke University Medical Center, Durham, N.C., for his study titled "An Antigen-Specific Analysis of Lymphocyte Populations during Peanut Oral Immunotherapy."

The deadline for applications is Aug. 17. Application instructions are enclosed with this issue of ACAAI News.

Alliance calls all photo buffs

If you enjoy taking pictures and want to contribute to a great cause, we want your favorite photos! The Alliance of ACAAI is conducting a Photography Exhibit and Competition to help raise funds for the Foundation. Your favorite photos could be on display at the ACAAI Annual Meeting in Anaheim, Nov. 8-13.

- **Eligibility:** ACAAI members and all registered 2012 Annual Meeting attendees and their guests.
- **Photographic themes or categories:** 1) Travel Memories 2) Family and Pets 3) Health
- **Recognition:** First, Second and Third place winners in each category will receive a ribbon or certificate. All entrants will receive a certificate for participation. Photos will be on display at the ACAAI Annual Meeting.

- **Submission deadline is Oct. 1, 2012:** Printed photos must be sent to the ACAAI Executive Office (see below). No electronic submissions will be accepted.

Net proceeds for this Alliance service project, co-chaired by **Barbara Finegold** and **Jeanne Zitt**, will be donated to the Foundation to help support education and research through FIT Training Program Relief Grants and Young Faculty Support Grants.

Entry forms and information are available on the Alliance webpage at www.acaaai.org. Complete the entry form and submit it by Oct. 1, along with the printed 8x10 photo and \$25 entry fee per photo to Andrea King, ACAAI, 85 W. Algonquin Road, Suite 550, Arlington Heights, IL 60005. If you have questions, email andreaking@acaaai.org.

ACAAI joins iCAALL initiative to raise global standards of care

Recognizing a lack of consensus-driven information and general recommendations, four of the most influential allergy/immunology professional organizations, including the College, have joined forces to launch the International Collaboration in Asthma, Allergy and Immunology (iCAALL).

Also participating in iCAALL are the American Academy of Allergy, Asthma & Immunology (AAAAI), the European Academy of Allergy and Clinical Immunology (EAACI) and the World Allergy Organization (WAO).

"A major focus of this new initiative is the development of a series of International Consensus (ICON) reports," said ACAAI President **Stanley Fineman**, MD, MBA, FAAAAI, who attended the March 4 iCAALL press conference in Orlando, Fla. "These documents will offer general recommendations based on global challenges in caring for patients with allergic and immunologic diseases. In addition to raising global standards of care, it is our hope that the ICONS will positively impact cost-containment and policy decisions."

Hundreds of millions of people in the world suffer from allergies, and it is estimated that 300 million have asthma according to the World Health Organization. Inadequate or improper diagnosis and treatment of these chronic diseases and of immunodeficiency disorders results in lost productivity and substantial medical and socioeconomic burdens throughout the world.

The first ICON on food allergy was published in the *Journal of Allergy and Clinical Immunology (JACI)*. Work is underway on additional ICONs including the report on angioedema, which is scheduled for release at the 2012 ACAAI Annual Meeting in Anaheim.

For more information, see the April editorial published in *Annals of Allergy, Asthma & Immunology*.

"Advice From Your Allergist" Patient Education Brochures

- Attractive
- Credible
- Easy to understand
- **Find an Allergist Find Relief** branding design and messaging
- What is an allergist?
- When to see an allergist
- How an allergist can help you find relief



10 Brochure Topics:

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Resources help FITs face challenges ahead

by Paul B. Keiser, MD, Senior FIT Representative to the ACAAI Board of Regents



Dr. Keiser

Low and behold, spring is here and it's time to hunker down and get serious about Allergy training. For those in their second (plus) years, the registration window for the Fall

ABAI exam is now open! Late fees will apply for those who do not register by April 30. The exam itself will be offered between Oct. 1 and Oct. 5, 2012. For links to register for the exam and browse exam locations, visit www.abai.org.

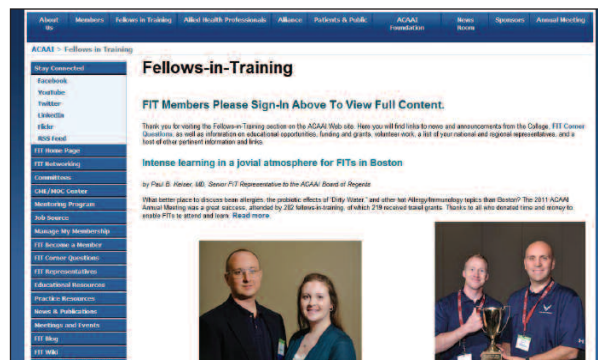
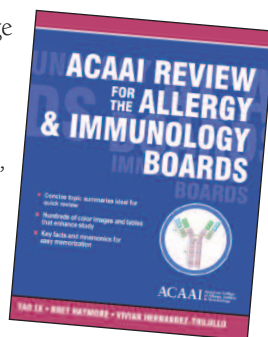
The ABAI website also lists all the 2011 diplomats, and allows you to check the board-certification status of your faculty and colleagues, for those of you who are looking for professional inspiration. Registration takes a couple days, so don't leave this to the last minute. First-time test-takers last year had a ridiculous 96 percent pass rate, so the pressure is on.

The in-training exam this year will be May 2-9. Program directors who wish to participate can register between April 12-13.

In order to help us prepare for these many challenges, the ACAAI has a number of resources.

First, FITs can attend the 2012 AAAAI/ACAAI Board Review Course, April 19-22, 2012, at the Hyatt Regency Chicago. According to the course schedule, the line-up includes an all-star faculty, but no lunch or dinner (pros and cons). Register here: <http://education.aaaai.org>.

Second, the College publishes ACAAI *Review for the Allergy and Immunology Boards*, which is available to FITs free for download from the member website (www.acaaai.org/members). It contains over 500 pages of color photographs and illustrations, bulleted factoids and tables, and amusing anecdotes to help you put it all together just in the nick of time.



And finally, your ACAAI FIT reps have been working around-the-calendar, cranking out board-review type questions every month. Right now we are grinding through, chapter by chapter, the 7th Edition of *Cellular and Molecular Immunology* (Abbas, Lichtman and Pillai editors). Our review questions are available to FIT members via a link on the Fellows-in-Training home page (www.acaaai.org/fellows-in-training).

Opportunities for participation and leadership for FITs abound in the ACAAI! Contact your regional representative listed on the FIT website, or me (paul.keiser@us.army.mil), for more information or with any questions or concerns.

Grants and awards available to FITs

The College will assist Fellows-in-Training (FITs) with travel assistance to attend the ACAAI Annual Meeting in Anaheim, Nov. 8-13, and recognize outstanding research through its 2012 ACAAI Fellows-in-Training Grants and Awards Program. FITs are invited to apply for the program, which includes the following:

Clemens von Pirquet Awards – The Alliance of the ACAAI provides fellows-in-training three awards for the best papers on any aspect of allergy/immunology or related fields. In addition to award certificates and a travel grant to attend the Annual Meeting, winners will receive cash

awards from \$1,000 to \$2,500. Applications are due July 6.

Travel Grant Awards – The College provides travel grants to fellows-in-training in the United States, Canada and Mexico for attending the 2012 Annual Meeting. Over 200 travel grants were awarded last year.

Applications for the ACAAI Fellows-in-Training 2012 Awards and Grants Program will be emailed to all fellows-in-training and program directors once the program is finalized. The application packet will also be available online at on the member website at www.acaaai.org (see “Applications and Forms”). For more information,



Dr. Anna Fishbein received the first place Clemens von Pirquet Award from Dr. Dana Wallace, former ACAAI president, at the Awards Ceremony held in Boston.

contact Debra Kroncke at the Executive Office, (847) 427-1200 or email debrakroncke@acaai.org.

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Alliance prepares for Anaheim and beyond

by **Rebecca A. Goldberg, R.N., Alliance President**

It's that time of year again when we start diligently working on our next meeting, Nov. 8-13, in Anaheim, Calif. Both **Ellen Portnoy**, vice president, and I have begun working on the program and the Hospitality Suit set-up, as well as the



Mrs. Goldberg

Alliance Business Meeting. What we know so far is our Hospitality Suite will be located in the Anaheim Marriott Hotel. More will follow in the next articles as we get closer to the dates.

Over the past several years, the Alliance has struggled with our fundraising efforts due to limitations placed on us by various state laws and Alliance member time constraints.

We have a fundraising project planned for this year that we know will be exciting and fun. The Alliance will be sponsoring a Photography Exhibition and Competition for ACAAI members and all registered 2012 ACAAI Annual Meeting attendees and guests. The categories are Travel Memories, Family and Pets, and Health. The entrance fee will be \$25 per photo submission with all funds after cost going to the ACAAI Foundation. The winners will be announced with prizes awarded at the ACAAI Business Meeting. Look for the rules of entry either on the Alliance page of the ACAAI website or in the newsletters.

Barbara Finegold and **Jeanne Zitt**, co-chairs of the Service Project Committee, have worked diligently to develop the project and obtain approval from the ACAAI Board of Regents. We hope to continue this project going forward. Some of the entry photos may be used to create an ACAAI calendar in 2013 and note cards in 2014 to showcase the talent contained within the College and maximize our support of the ACAAI and its Foundation.

As always, we look forward to accepting new members in the Alliance. Many of us



Photo courtesy Knott's Berry Farm/AOCVCB

have careers or jobs requiring our day-to-day energies, and I understand it can be difficult to add more things to our already full schedules. However, the relationships we build as members of the Alliance can and do sustain us throughout the years. I believe if more of us involve ourselves with the Alliance just a bit, we can increase our effectiveness. The more people we can get involved the more we can accomplish, "The sum of the whole is always greater than the parts."

If you are aware of any prospective Alliance members, please forward their contact information to me so we can send out a welcome letter and invite them into the ACAAI "Family."

Please send any suggestion or input for improvement or other ideas to increase our effectiveness to me at bgoldberg@memclin.com. Any written suggestions can be sent to my attention at ACAAI, 85 W. Algonquin Road, Suite 550, Arlington Heights, IL 60005.

Executive Committee reports summary of actions

Following is a summary of key actions taken by the Executive Committee at its Jan. 18 and Feb. 22 phone conferences:

- Designated Boston, Mass., as the site of the 2017 ACAAI Annual Meeting with the shortened time frame of Thursday through Monday.
- Ratified the president's authorization for **Mark Corbett**, MD, FACAIAI, to convene a Joint Workgroup on Urticaria Measures to develop proposed measures for urticaria treatment and to invite the American Board of Dermatology to participate. Furthermore, ratified the president's request of the co-chairs of the Joint Task Force on Quality Measures (**Michael Blaiss**, MD, FACAIAI, and **Michael Schatz**, MD, FACAIAI) to develop a process for the creation of future measures.
- Approved the proposed *Subcutaneous Allergy Immunotherapy Treatment Measures* pending completion of proposed revisions.
- Accepted the uniform selection criteria for all ACAAI Named Lectures as follows: Candidates must be an ACAAI Fellow and have made extraordinary and noteworthy contributions to the College and the specialty in the areas of: 1) Education – considerations include number of publications, preparation of textbooks, lectureships, audio and videotape presentations; 2) Leadership – considerations include chairmanships of committees, participation on governing boards, local, state and national leadership participation/recognition; and 3) Clinical Practice – considerations include recognition by peers, academic and/or community practice, noteworthy community service.
- Accepted INTERASMA's invitation to provide an ACAAI symposium featuring three to four speakers at the Quebec World Asthma Congress, Quebec City, Aug. 18-21, 2012.
- Appointed **Wanda Phipatanakul**, MD, FACAIAI, as associated editor to the *Annals of Allergy, Asthma and Immunology*, replacing **Mitchell Grayson**, MD, FACAIAI, who was recently promoted to deputy editor.

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