



**The American Trauma Society  
Pennsylvania Division  
Presents**

**“The Kaleidoscope of Trauma: Injury and  
Prevention Across the Generations”**

**April 26 & 27, 2011  
The Hershey Lodge and Convention Center  
Hershey, PA 17033**



**Sponsored by American College of Emergency Physicians, Pennsylvania ACEP and the American Trauma Society, PA Division**

### **“The Kaleidoscope of Trauma: Injury and Prevention Across the Generations”**

Every year new challenges arise in Pennsylvania that affect all levels of care provided by pre-hospital personnel, physicians, nurses, administrators, social workers, rehabilitation specialists, clergy and others. The Conference Planning Committee of the PA Division of the American Trauma Society examines these issues relevant to trauma prevention and care and attempts to provide speakers with the greatest expertise in current trends and up-to-date information in these areas. This year’s two-day conference on **Tuesday, April 26 and Wednesday, April 27, 2011**, will emphasize injury and prevention across the generations.

Among the many highlights of this year’s conference will be the Templeton Lecture. This year’s Keynote Speaker will be Martin E.P. Seligman, Ph.D. Dr. Seligman is the Director of the Positive Psychology Center at the University of Pennsylvania. His presentation is titled, “Positive Psychology and Positive Interventions.”

John M. Templeton, Jr., MD will be presenting “Trauma Update 2011.” James Cipolla, MD will present on the timely topic of the safe removal of protective head-gear on a possible spine injured patient. Davis Hill, EMT-P will present the newest trends in agricultural injuries. Lieutenant Colonel Graeme Bicknell, Ph.D. will present “Caring for the Care Provider.” Robert Reeder, NREMT-P will present “Chemical Burns” while Kathleen Hollowed, RN will discuss the “Current Concepts of Burn Care.” ATSPA mini-grant awardee Pat Gifford, RN will present her findings on ATV injuries and safety. Conference attendees will be treated to a “double dose” of Thomas Andrew, MD, Chief Medical Examiner for the state of New Hampshire when he presents “Sudden Unexpected Infant Death: The Bed-sharing Conundrum” as well as the Webb S. Hersperger, MD Lecture on “Detergent Suicide: Description and First Responder Issues,” which is given in memory of Dr. John Pryor, an American hero.

**OBJECTIVES** At the completion of this conference, attendees will be better informed about the ongoing trauma issues in Pennsylvania. Participants will be able to:

1. analyze the most recent trends in trauma related injuries so that they can anticipate the types of injuries they will see in the Emergency Department and provide the best care for those injuries.
2. identify and manage the various types of burns in burn injured patients.
3. gain an understanding of “detergent suicide” and the deadly effect it could pose for health care providers.

\*\* For a complete listing of conference objectives, please visit our website at [www.atspa.org](http://www.atspa.org).

**TARGET AUDIENCE**

Physicians, nurses, pre-hospital personnel, administrators, social workers, rehabilitation specialists, and others.

**REGISTRATION FEES**

<b>Category</b>	<b>Two Days</b>	<b>Two Days w/ATS Discount</b>	<b>One Day</b>
Physician	\$210.00	\$190.00	\$135.00
Nurse, Educator	\$180.00	\$163.00	\$110.00
Nurse Practitioners/Physician Assistants	\$195.00	\$176.00	\$122.00
Social Workers, Pre-Hospital Personnel	\$150.00	\$136.00	\$95.00
Other Professionals	\$150.00	\$136.00	\$95.00
Residents, Full-time Students	\$109.00	N/A	\$80.00

Current ATSPA individual and institutional members receive a 10-percent discount on the two-day conference fee. *If you are employed at a member institution, you are eligible for the two-day discount.* No discounts will be given on the one-day fee. Contact the American Trauma Society, Pennsylvania Division office at (717) 766-1616 or by fax at (717) 766-6989 for information packets, exhibitor rates and sponsorship opportunities.

**Sponsored by American College of Emergency Physicians, Pennsylvania ACEP and the American Trauma Society,  
Pennsylvania Division in cooperation with the Pennsylvania Department of Health**

## **GENERAL INFORMATION**

### **REGISTRATION**

**Participants should have their conference registrations submitted by April 8, 2011.** Late registrations will be accepted based on space availability. The registration fee includes meals and conference materials. We encourage participation by all interested individuals. If you have a disability or special dietary needs, please notify us in advance so we can better serve you.

### **LOCATION**

The conference will be held at the Hershey Lodge and Convention Center in Hershey (Chocolatetown), Pennsylvania. The lodge features an indoor pool, business center, three restaurants, miniature golf, tennis courts and a night club. Close by are The Hershey Factory Outlets as well as Hershey's golf courses, Chocolate World, Zoo America, the Hershey Gardens, Hershey Museum, and the Pennsylvania Dutch countryside. Unfortunately, Hershey Park is not open until later in the year.

### **ACCOMMODATIONS**

Overnight lodging reservations must be made directly with the Hershey Lodge by using the reservation form included in this brochure. Please identify yourself as an attendee of the ATSPA conference to receive the conference rate of \$149.00 for single and double occupancy. Reservations received after **March 17, 2011**, will be on a space-available basis.

### **DIRECTIONS**

Exit the Pennsylvania Turnpike at Exit 247, formerly Exit 19. Follow I-283 North to the Hershey Exit, Route 322 East, and follow the signs for 322 East into Hershey. You will see the Hershey Medical Center on the right. Entrance to the Hershey Lodge will be on the left. For directions from other areas, please call the Hershey Lodge hospitality director at 1-800-HERSHEY (1-800-437-7439).

## **“The Kaleidoscope of Trauma: Injury and Prevention Across the Generations”**

Tuesday, April 26 & Wednesday, April 27, 2011

### **SCHEDULE**

**Tuesday, April 26**

<b>9:00 - 11:00 am</b>	<b>Registration</b>	<b>Entrance to White Room</b>
<b>9:00 - 10:15 am</b>	<b>Continental Breakfast; Exhibits Open</b>	<b>White Room</b>
<b>9:00 - 10:00 am</b>	<b>ATSPA General Membership Meeting</b>	<b>White Room</b>
<b>10:15 - 10:30 am</b>	<b>OPENING SESSION</b> <b>Julia Cox McCarter, R.N., C.R.N.A., M.S. Ed., Executive Vice President,</b> American Trauma Society, PA Division, Mechanicsburg, PA <b>H. Arnold Muller, M.D.,</b> Conference Chairman, Professor Emeritus of Emergency Medicine, Penn State University College of Medicine	<b>White Room</b>
<b>10:30 - 11:30 am</b>	<b>“Trauma Update 2011”</b> <b>John M. Templeton, Jr., M.D., F.A.C.S.</b> President, American Trauma Society, Pennsylvania Division; Mechanicsburg, PA	<b>White Room</b>

<b>11:30 - 12:30 pm</b>	<b>“Safe Removal of Protective Headgear”</b> <b>James Cipolla, MD</b> St. Luke’s Hospital and Health System, Center Valley, PA	<b>White Room</b>
<b>12:30 - 1:30 pm</b>	<b>Luncheon -- Formal Networking</b>	<b>White Room</b>
<b>1:30 - 2:30 pm</b>	<b>“Agricultural Trauma”</b> <b>Davis Hill, BS, EMT-P</b> Penn State University; University Park, PA	<b>White Room</b>
<b>2:30 - 3:30 pm</b>	<b>“Caring for the Care Provider”</b> <b>Lieutenant Colonel Graeme Bicknell, Ph.D., LISW, MS</b> Deputy Chief Behavioral Health Division, U.S. Medical Command	<b>White Room</b>
<b>3:30 - 3:45 pm</b>	<b>Beverage Break</b>	<b>White Room</b>
<b>3:45 - 4:45 pm</b>	<b>“Chemical Burns”</b> <b>Robert Reeder, BS, NREMT-P</b> Crozer-Chester Medical Center; Upland, PA	<b>White Room</b>

<b>5:30 - 6:30 pm</b>	<b>Dinner; Exhibits close at 5:00pm</b>	<b>Aztec Room</b>
<b>6:15 - 7:15 pm</b>	<b>The Drs. John M., Jr. and Josephine J. Templeton Lecture “Positive Psychology and Positive Interventions” Martin E.P. Seligman, Ph.D. Director, Positive Psychology Center, University of Pennsylvania</b>	<b>Aztec Room</b>
<b>7:15 - 8:15 pm</b>	<b>American Trauma Society, PA Division Recognition Awards</b>	<b>Aztec Room</b>

**Wednesday, April 27**

<b>7:30 - 8:30 am</b>	<b>Registration, Continental Breakfast; Exhibits Open</b>	<b>White Room</b>
<b>8:30 - 9:30 am</b>	<b>“The Power of Partnerships: ATV Safety” Pat Gifford, RN Hamot Shock Trauma; Erie, PA</b>	<b>White Room</b>

<b>9:30 - 10:30 am</b>	<b>“Sudden Unexpected Infant Death: The Bed-sharing Conundrum”</b> <b>Thomas Andrew, MD</b> Chief Medical Examiner, State of New Hampshire	<b>White Room</b>
<b>10:30 - 10:45 am</b>	<b>Beverage Break; Exhibits Open</b>	<b>White Room</b>
<b>10:45 - 11:45 am</b>	<b>“Current Concepts of Burn Care”</b> <b>Katie Hollowed, RN</b> Outreach Education Coordinator, Washington Hospital Burn Center	<b>White Room</b>
<b>11:45 am - 12:30 pm</b>	<b>Luncheon</b>	<b>TBA</b>
<b>12:30 - 1:30 pm</b>	<b>The Webb S. Hersperger, M.D. Lecture, given in memory of Dr. John Pryor, an American hero</b> <b>“Detergent Suicide: Description and First Responder Issues”</b> Thomas Andrew, MD Chief Medical Examiner, State of New Hampshire	<b>TBA</b>
<b>1:30 - 2:00 pm</b>	<b>Door Prize Drawings; Conference Adjournment</b>	<b>TBA</b>

## 2011 ATSPA CONFERENCE PLANNING COMMITTEE

**H. Arnold Muller, M.D., F.A.C.E.P., Conference Chairman**

Professor Emeritus of Emergency Medicine  
Penn State University College of Medicine

**Kay Ella Bleecher M.S.N., C.R.N.P., C.E.N., P.H.R.N.**

Lead Nurse Practitioner, Department of Emergency Medicine  
York Hospital

**Marie K. Campbell, R.N., M.S. Ed., M.S. C.P.C.**

Trauma Performance Improvement/Registry Coordinator  
Children's Hospital of Philadelphia

**Julia Cox McCarter, R.N., C.R.N.A., M.S. Ed.**

Executive Vice President  
American Trauma Society, Pennsylvania Division

**Gretchen Dugan, L.S.W.**

Social Worker  
Lancaster General Hospital

**Catherine A. Engledow, M.S.W.**

Clinical Supervisor  
Lancaster General Hospital

**Keri Ann Faley, RHIA**

Violence & Injury Prevention Program Administrator  
Pennsylvania Department of Health

**Krista Felty, B.S.**

Program Specialist  
American Trauma Society, Pennsylvania Division

**Gwendolyn A. MacNeill, M.S.W**

Trauma Social Worker  
Reading Hospital and Medical Center

**Ron McKeehan, E.M.T.-P, BLSIT**

Program Director  
Cumberland/Perry Health Education Center

**Kevin Burd, B.A.**

Project Coordinator  
PA Trauma Systems Foundation

**Judy May-Bennett, B.S., Conference Coordinator**

Chief Operating Officer  
American Trauma Society, Pennsylvania Division

**Cheri Rinehart, R.N., N.H.A.**

President & CEO  
Pennsylvania Association of Community Health Centers

**Robert Shank, Ed.D., A.T.C., EMT-I**

Physical Educator, Retired

**Judy D. Smith**

Meeting Manager

## 2011 ATSPA CONFERENCE FACULTY

*In accordance with ACCME Standards and ACEP policy, all faculty are required to disclose to the program audience any real or apparent conflict(s) of interest related to the content of their presentation(s).*

**Thomas Andrew, M.D.**  
Chief Medical Examiner  
State of New Hampshire

**Lieutenant Colonel Graeme Bicknell, Ph.D., LISW, M.S.**  
Deputy Chief Behavioral Health Division  
U.S. Medical Command

**James Cipolla, M.D.**  
Attending Surgeon, St. Luke's Health Network  
Professor, St. Luke's Health Network; Bethlehem, PA

**Pat Gifford, R.N.**  
Injury Prevention Coordinator  
Hamot Shock Trauma; Erie, PA

**Davis Hill, BS, E.M.T.-P**  
Professor, Agricultural Science  
Penn State University; University Park, PA

**Kathleen Hollowed, R.N.**  
Outreach Education Coordinator  
Washington Hospital Burn Center

**Robert Reeder, B.S., NREMT-P**  
Chief, Emergency Medical Services  
Crozer-Chester Medical Center; Upland, PA

**Martin E.P. Seligman, Ph.D.**  
Director, Positive Psychology Center  
University of Pennsylvania

**John M. Templeton, Jr., M.D., F.A.C.S.**  
President, American Trauma Society, PA Division  
President, John Templeton Foundation

**To secure a room reservation at Hershey Lodge, call 717-533-3311 or 1-800-HERSHEY.  
Ask for Group Room Reservations and mention ATSPA Conference.**

For those wishing to stay at a hotel other than the Hershey Lodge and Convention Center, we have provided a list of alternate accommodations within a three-mile radius of the Lodge for your convenience. Contact your hotel of choice directly to make reservations.

**Econo Lodge**  
**(1.6 miles)**

115 Lucy Avenue  
Hershey, PA 17033  
717-533-2515

**Best Western**  
**(1.6 miles)**

Rt. 422 & Sipe Avenue  
Hershey, PA 17033  
717-533-5665

**Comfort Inn**  
**(0.6 miles)**

1200 Mae Street  
Hummelstown, PA 17036  
717-566-2050

**Hampton Inn**  
**(2.6 miles)**

749 E. Chocolate Avenue  
Hershey, PA 17033  
717-533-8400

**Hilton Garden Inn**  
**(0.7 miles)**

550 E. Main Street  
Hummelstown, PA 17036  
717-566-9292

**Holiday Inn Express**  
**(0.7 miles)**

610 Walton Avenue  
Hershey, PA 17033  
717-583-0500

**Springhill Suites**  
**(0.6 miles)**

115 Museum Drive  
Hershey, PA 17033  
717-583-2222

**Days Inn**  
**(1.1 miles)**

350 W. Chocolate Avenue  
Hershey, PA 17033  
717-534-2162

**AMERICAN TRAUMA SOCIETY, PENNSYLVANIA DIVISION**  
**“The Kaleidoscope of Trauma: Injury and Prevention Across the Generations”**  
 Tuesday, April 26 and Wednesday, April 27, 2011

**NO RESERVATIONS WILL BE ACCEPTED BY PHONE.**

*A shuttle service to/from Harrisburg International Airport (HIA) and Harrisburg Train Station (HTS) with prior arrangements ONLY. \$20/person one way. \$35/person round trip.*

Guest Name	Date	Carrier (HIA or HTS)	Carrier #	Time

Your room must be guaranteed for occupancy to a major credit card (listed below) or by sending a deposit by check or money order in the amount of one night's lodging plus six percent PA state occupancy tax and two percent county tax. This deposit will guarantee your reservation and will be applied only for the confirmed day of arrival. Please make check payable to: THE HERSHEY LODGE AND CONVENTION CENTER.

- |  |   |
|--|---|
| <input type="checkbox"/> VISA          | <input type="checkbox"/> Discover         |
| <input type="checkbox"/> MasterCard    | <input type="checkbox"/> American Express |
| <input type="checkbox"/> Carte Blanche | <input type="checkbox"/> Diners Club      |

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Name on Card \_\_\_\_\_

**CANCELLATION:** If you find it necessary to cancel your reservation, please contact THE HERSHEY LODGE at (717)-533-3311 no later than 72 hours prior to arrival. Your deposit will be returned if cancellation is received more than 72 hours prior to your scheduled arrival date. Ask for, and record, the cancellation number given at the time cancellation is made. If you wish to confirm your courtesy shuttle service, call (717) 533-3311 and ask to speak to the concierge.

**\*NOTE: Check-in time is after 4:00 pm. Check-out time is 11:00 am (We cannot guarantee your occupancy before the 4:00 pm check-in time.)**

**CONFERENCE REGISTRATION FORM**

*(Please print)*

Name & Credentials \_\_\_\_\_

(Check One) Physician ( )      Nurse ( )      Social Worker ( )      Resident / Student ( )  
 Physician Assistant ( )      Educator ( )      Pre-Hospital Personnel ( )      Other Professional ( ) \_\_\_\_\_  
 Nurse Practitioner ( )

Title / Department \_\_\_\_\_

Institution / Organization \_\_\_\_\_

Address \_\_\_\_\_

Daytime Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

<p><b><u>ATSPA Member</u></b>                  Institutional ___                  Individual ___</p>	<p><b><u>Attending</u></b>                  Tuesday ___                  Wednesday ___</p>	<p>I will attend Tuesday night's Banquet* YES ___                  NO ___</p> <p align="center"><i>*Banquet included in registration price</i></p>	<p><b>Conference Registration Fee</b> _____  <b>Additional Banquet Tickets</b>  <b>(\$30 each)</b> _____  <b>TOTAL AMOUNT ENCLOSED</b> _____</p>
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**Mail this form only** with your check or money order made payable to the American Trauma Society, PA Division at 2 Flowers Drive, Mechanicsburg, PA 17050-1701, no later than **April 8, 2011**. All questions should be directed to the Division Office at (717) 766-1616 or toll-free at 1-800-822-2358. *You may also fax your registration to (717) 766-6989.*

**NOTE:** All lodging reservations must be mailed directly to the Hershey Lodge and Convention Center. Questions regarding overnight accommodations must be directed to the Lodge at 1-800-533-3131.

**“The Kaleidoscope of Trauma: Injury and Prevention Across the Generations”  
CONTINUING EDUCATION CREDITS & SCHOLARSHIPS**

**PHYSICIAN CREDITS** This activity has been planned and implemented in accordance with the Essential Areas and Policies for the Accreditation Council of Continuing Medical Education through joint sponsorship of ACEP and PA Chapter ACEP and American Trauma Society, PA Division. The American College of Emergency Physicians is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The American College of Emergency Physicians designates this live activity for a maximum of 10 *AMA PRA Category 1 Credits*<sup>TM</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**NURSING, SOCIAL WORK AND PRE-HOSPITAL CREDITS** This activity has been submitted to The Pennsylvania State Nurses Association for approval to award contact hours. Application has been submitted to the Pennsylvania State Board of Social Workers for 12 credit hours for social workers. Application has been made with the Pennsylvania Department of Health, Bureau of EMS, for EMS continuing education. EMS credits will be awarded for Day I and Day II either by direct application by provider or by the ATSPA office. Instructions will be available on site for the EMS provider’s signature, EMS six digit number, county in which they reside, and date of birth. Signing in and out will be required.

**NURSING STUDENT & GRADUATE SOCIAL WORK STUDENT SCHOLARSHIPS** Full-time students enrolled in an undergraduate or diploma nursing program in PA are eligible to apply for scholarships to attend the full conference. The scholarship includes conference registration fee and scheduled conference meals. It does not cover travel or lodging. Application deadline is March 18, 2011.

**H. ARNOLD MULLER RESIDENT SCHOLARSHIP** Residents currently enrolled in an accredited Pennsylvania hospital in an emergency medicine residency program are eligible to apply. The scholarship covers the conference registration fee, scheduled conference meals, travel and lodging. One scholarship is awarded annually, with the recipient being recognized at the Awards Banquet. Application deadline is March 18, 2011. Application forms and scholarship criteria are available at the American Trauma Society, Pennsylvania Division office at 2 Flowers Drive, Mechanicsburg, PA 17050-1701. For more information, contact the American Trauma Society, Pennsylvania Division at 717-766-1616.

## AMERICAN TRAUMA SOCIETY, PENNSYLVANIA DIVISION MEMBERSHIP FORM

Mail To: American Trauma Society, Pennsylvania Division, Attn: Membership, 2 Flowers Drive, Mechanicsburg, PA 17050

NAME \_\_\_\_\_  
ORGANIZATION \_\_\_\_\_  
ADDRESS \_\_\_\_\_ E-MAIL \_\_\_\_\_  
CITY, STATE, ZIP \_\_\_\_\_  
TELEPHONE (DAY) \_\_\_\_\_

Enclosed is a check for membership     Enclosed is a direct donation to the Pennsylvania Division  
 Please send additional information     Enclosed is a bequest in the memory of a loved one

I am interested in:

Volunteer Opportunities     Memorial Fund     Public Education Programs  
 Upcoming State Actions     Speakers Bureau     Professional Education Programs  
 Endowment Fund



### MEMBERSHIP RATES:

<b>\$ 50</b> - Contributor, Professional, General Member, Nurse or EMS Personnel	<b>\$150-\$500</b> - Sustaining Member	<b>\$2,500</b> - Life Member (One-time Fee)
<b>\$100</b> - Contributor or EMS Squad	<b>\$600</b> - Corporate	
<b>\$145</b> - Physician, Surgeon, Dentist or Ph.D.	<b>\$750 - \$1,000</b> - Institutional Member	



**American Trauma Society**

*Pennsylvania Division*

2 Flowers Drive

Mechanicsburg, PA 17050-1701

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