

NEWSLETTER

In this issue:

<i>2014 Annual Appeal Initiatives</i>	2
<i>Scholarship Spotlight</i>	3
<i>ASEF Invades Portland</i>	5
<i>Research Award Funding Available!</i>	7
<i>2014 Annual Appeal Investors</i>	8

Mission Statement:

The ASE Foundation provides support for education, research, quality improvement and professionalism for ASE members and the larger community of health care providers, and patients for whom cardiovascular ultrasound is essential.

As a 501 (c) (3) non-profit organization, contributions made to the ASE Foundation are tax deductible to the fullest extent of the law.



Spring into Action with the ASE Foundation!

By Tom Ryan, MD, FASE
Foundation Annual Appeal Chair

We've finally made it to Spring! It has come in like a lion; hopefully, it will leave like a lamb. With spring time's arrival, our thoughts turn to renewal and growth—the perfect landscape for the launch of our annual fund raising drive for the ASE Foundation. Every year, the Foundation works hard to garner funding through its Annual Appeal so that the Society can support initiatives that are not covered by dues, but are very important to keeping the field of echocardiography vibrant and developing.

Based on the support of our generous donors, we then turn around and pledge that funding to individuals and projects in the following year. The ASE Foundation Taskforce, with the Board's approval, has made the decision to raise funding in 2014 for a variety of projects that are outlined on page 2. As part of this campaign, we will allow donors to earmark their support for any of these categories. Take a look! I think that you will be pleased at the breadth of the efforts that the Society is supporting. Don't forget that you can donate outright, through a dues renewal add-on, or via one of our fund-raising events (see articles in this newsletter about these special activities), in which the proceeds support ASEF and its initiatives.

One of the most impactful projects that the Foundation has supported over time has been the sonographer scholarships. Obtaining this tuition support stipend is a highly competitive application process, usually 30-50 applications are received for every 10 granted. This scholarship has been instrumental in helping to launch a number of our more active members into the Society and get them jazzed up about echocardiography as a specialty.

This newsletter features an article about one of the recent scholarship award winners, Yanfeng Ding. I hope that his story reminds you that your donations are both needed and valued by the recipients.

We look forward to growing the Foundation in 2014. By investing in this year's Annual Appeal, you will directly affect the impact we can make in 2015. With your support, we can continue to make a world of difference! ■

Spring into Action

2014 Annual Appeal Initiatives

Guideline-Based Projects to Standardize Patient Care

ASE Foundation funding supports the dissemination of the Society's practice guidelines and patient care protocols to the global community. Through projects such as language translations to facilitate adoption of these quality measures by non-English speaking specialists and discounted training and educational products to carry these guidelines across the globe, the ASE Foundation is working to standardize treatment, and, ultimately, improve the quality of patient care worldwide.

Humanitarian Missions: Global

Through our global initiatives, the ASE Foundation brings humanitarian adult and pediatric cardiac care to developing countries, teaching local physicians and providing direct services to those in need. Echocardiography is often the only form of cardiac disease screening available in these areas because of its mobility, being radiation-free, and ease of administration from children to the elderly. Being on the ground in many areas of the world has immeasurable benefits to the field: stimulating global connections between physicians, prompting new research ideas, allowing dialogue with engineers and manufacturers on field tests in remote conditions, and, ultimately, providing quality diagnostic cardiac care to the underserved.

Humanitarian Missions: U.S.-Based

The ASE Foundation's U.S.-based humanitarian missions and educational outreach projects bring the focus back home, connecting expert cardiologists and cardiovascular sonographers with uninsured and at-risk communities in need of adult and pediatric cardiac care. ASE Foundation funding in this area helps drive ASE's ongoing mission to serve its members and the larger community of health care providers and patients for whom cardiovascular ultrasound is essential.

Research Awards

Through its annual research award program, the ASE Foundation preserves dedicated time for investigators working to demonstrate echocardiography's premier relevance in the changing healthcare environment, and to promote new and innovative applications of the technology. In this era of dwindling government research funding and support for research fellowships, the ASE Foundation plays a crucial role in supporting the progress and future of our field through investment in the discovery process and in the careers of investigators.



2014 ANNUAL APPEAL
Making a **WORLD** of Difference

www.ASEFoundation.org/donate

Training for International Sonographers

ASE Foundation funding supports the development of educational resources to help standardize the practice and interpretations of cardiovascular ultrasound images by the global community. A contribution to this area will assist the ASE Foundation's ongoing efforts to provide high quality, standardized international patient care.

Travel Grants and Scholarships

The ASE Foundation offers numerous travel grants and scholarships to support training and educational conference participation. Annual awards available include educational grants to support student training, and travel stipends for researchers presenting their work at ASE's educational meetings. By fostering the next generation of cardiovascular ultrasound professionals, the ASE Foundation is ensuring that echocardiography continues to play a prominent role in the future of healthcare.

An Unrestricted Gift

An unrestricted contribution enables the ASE Foundation to direct your gift to wherever it is most needed—be it fostering innovation, promoting high quality clinical standards and patient care, offering training and career development for future health care providers, or humanitarian aid to populations in need. Your gift provides much needed ongoing support for the ASE Foundation's work to both advance the cardiovascular ultrasound profession and improve patient care. ■



Student Scholarship Recipient Spotlight

Yanfeng Ding
Sanford Brown College, Dallas, TX

**2014 Alan D. Waggoner Student
Scholarship Award Recipient**

"I have been in cardiovascular research for more than 10 years and have clearly known that heart disease is the leading cause of death for both men and women in the United States. I have realized that the clinic skill will be a more effective way for cardiovascular healthcare. Therefore, I selected non-invasive echocardiography technique as my professional transition to clinic cardiovascular area and enrolled in the cardiovascular ultrasound program accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP) in Sanford Brown College at Dallas from August, 2012.

My cardiovascular research experience and internal desire drove me to study hard and make great progress. When I signed up for the 2014 Alan D. Waggoner Student Scholarship Award, I had passed the examination of Sonography Principle and Instrumentation (SPI) from the American Registry for Diagnostic Medical Sonography (ARDMS) with a high score. As I received notice of this award, I was preparing the RDCS (Registered Diagnostic Cardiac Sonographer) from ARDMS. Now, I have passed the RDCS examination and became a Registered Cardiac Sonographer.

Receiving this Award is an important milestone for my professional career of Cardiovascular Sonography. The scholarship will not only help relieve my tuition fee, but also give me the opportunity to know more peers and learn new knowledge in cardiovascular sonography. More importantly, as an immigrant, this recognition will further give me the confidence to be more involved in the cardiovascular healthcare, and contribute my services to the society as a whole and make a difference in the cardiovascular sonography field."

The ASE Foundation's Alan D. Waggoner Student Scholarship Award program was established in 2001 in recognition of Mr. Waggoner's professional achievements and service to ASE. The scholarship includes a \$1,000 award, complimentary registration for ASE's Annual Scientific Sessions, and annual meeting travel support not to exceed \$500. ■

Scholarship Recipients: Where Are They Now?

In the 13 years since the establishment of the Alan D. Waggoner Student Scholarship Award (previously the Alan D. Waggoner, MHS, RDCS Student Scholarship), ASE has generously awarded 83 sonographer student scholarships to deserving young academics with a passion for the discipline of echocardiography. Since the award's inception, scholarship financial support, which also includes a complimentary registration to the Scientific Sessions and travel support, totals over \$112,500! The Foundation relies on donations to fund these important scholarships and travel grants that shape the professional future of cardiovascular sonographers. Read on to see how receiving a scholarship from the ASE Foundation impacted ASE members, Chris Kramer and Josh Fosland. ■

Chris Kramer, R.D.C.S.
Recipient of the
2006 Alan D. Waggoner
Student Scholarship Award



*Chris Kramer, BA,
R.D.C.S., FASE*

**How did you hear about the ASE
student sonographer scholarship?**

I first heard about the ASE student sonographer scholarship as a student member of ASE. We were strongly encouraged to join ASE as a student to keep up-to-date with state-of-the-art articles, review articles, and the guidelines and standards. I am so fortunate that my program encouraged us to join; I have been an ASE member ever since 2005.

**What program were you with at the time
and what led you to apply?**

When I applied for the student scholarship I was a student at the Mayo Clinic School of Health Sciences Echocardiography Program in Rochester, Minnesota. While I was a student, I was introduced to the professional organization of the ASE. I was encouraged by passionate, professional sonographers to apply for the student scholarship. This may sound clichéd, but I applied and asked for recommendations and ASE member sponsors from those I looked up to and wanted to emulate at the start of my career.

**What changed for you as a result of
receiving the ASE scholarship?**

As a result of the scholarship, I was able to travel to a Scientific Session and see what ASE represents. I was instantly hooked from that day forth. I set a goal of someday becoming an invited speaker at the sessions and I reached that goal in 2010. I have had many more opportunities with ASE, such as being involved

Continued on page 4

Where Are They Now?

continued from page 3

with teaching and speaking at ASE conferences, authored journal articles, and conducted research in the field of echocardiography.

Describe the path to your current career.

Where are you now? What's next?

Sonography is an amazing profession. I have been involved as a clinical sonographer, clinical instructor, and researcher. Today, I am a program director of the cardiac ultrasound sonography program at Aurora Health Care in Milwaukee, Wisconsin. I have been blessed to have had wonderful teachers in my life and hope to pass on my knowledge and passion for this career. I am currently working towards my masters in both healthcare administration and business administration.

What would you tell other ASE members thinking about donating to the ASE Foundation?

I would like to thank the ASE members for donating to the ASE Foundation for the opportunities that they provided to me and to many others. I would like to encourage members to donate to help pass along opportunities to sonographers first starting out in this career. Without your contribution, the profession cannot grow.

Final Thoughts

My final plea is to get involved and support the ASE Foundation and organization. Sonographers are passionate people and have a passion for our profession. Help build and shape this amazing profession.



*Joshua Fosland,
R.D.C.S.*

Joshua Fosland, R.D.C.S. Recipient of the 2007 Alan D. Waggoner Student Scholarship Award

What program were you with at the time and what led you to apply?

As a student in the echocardiography program at the Mayo Clinic School of Health Sciences, the program director and other faculty suggested applying for the scholarship. I just assumed that I wouldn't stand a chance for a national scholarship that was generally awarded to only five students throughout the country. I nearly didn't even bother submitting an application. At the urging of some of the program faculty I decided to try for the scholarship after all and was very surprised to find out that I would be one of the eight recipients that year.

What changed for you as a result of receiving the ASE scholarship?

I cannot describe how much it meant to me to win the award, from both a professional and a monetary standpoint. I was extremely honored to be chosen as a recipient and I really enjoyed the opportunity to go the ASE Scientific Sessions as a student. It was truly an eye opening experience for me. It gave me an appreciation of just how large this field of work was. As a student at Mayo Clinic, I was able to experience many different uses for echo and many different types of exams. But seeing so many professionals come together and hear how different hospitals and clinics were putting echo to use was a great experience. The other aspect of the scholarship's effect on me was the money and how useful it was. At the time I was in echo school I was the father of infant twin daughters. My wife was a teacher that was staying home with the kids so we had almost no income. The money from the scholarship went a long way towards helping me be able to afford to attend school.

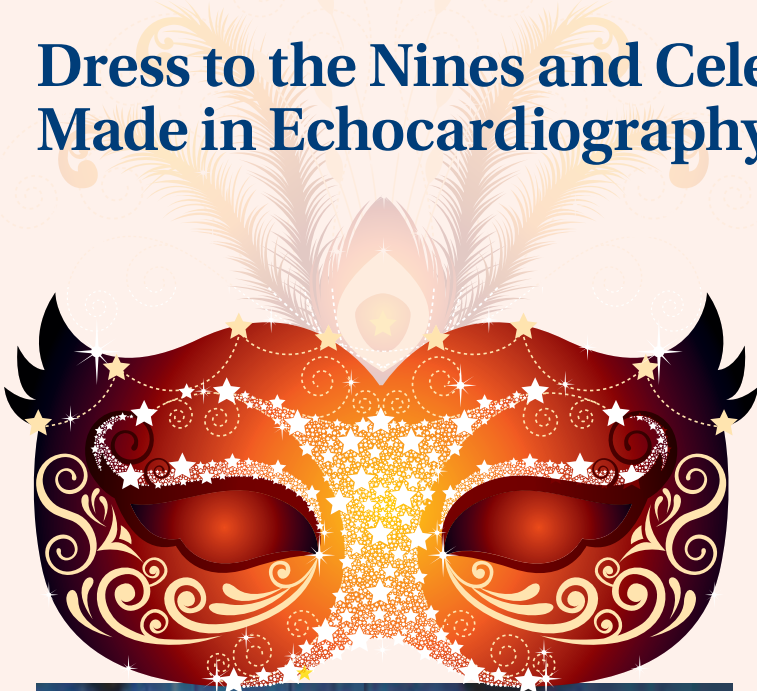
What is next for you as a sonographer?

In 2003, I graduated from the University of Wisconsin-Eau Claire with an undergraduate degree in Exercise Management. My plan was to go to work as an Exercise Specialist and work in cardiac rehabilitation. I completed my internship at Mayo Clinic Rochester and soon after took a job at Mayo Clinic Arizona as an ECG technician. I assisted in many stress tests, the majority of which were echo stress exams, and worked with all of the cardiac sonographers in that role. While working there, my wife and I found out we would be having twin girls and we decided we needed to figure out how to earn a better income and move back closer to our family in Minnesota. The sonographers in Arizona told me about the echocardiography program that Mayo offered in Rochester and I decided to give it a try. I was accepted into the program and began in the late summer of 2006. I was hired by Mayo Clinic Rochester upon completion of the program in 2008 and I am happy to say that I am still here working as a cardiac sonographer now. I am an adult cardiac sonographer and one of my favorite roles that my position offers is in interventional echocardiography. I am part of a team of sonographers that are trained in, and get extensive experience in the cardiac cath lab and I thoroughly enjoy working in that environment. I also do stress echocardiography, 3D and I am involved with new equipment as they are released by the manufacturers. I love the variety of experiences that working in the echo lab offers me. While I don't know exactly what the future holds for me, I hope to be involved in echocardiography for a long time! ■



**EAT
Drink
&
GLOW**
with the
**ASE Foundation
in Portland!**

Dress to the Nines and Celebrate the Achievements Made in Echocardiography with the ASE Foundation!



**ASE Foundation's 5th Annual
Research Awards Gala**
Saturday, June 21, 2014 | The Nines | Portland, Oregon
*In celebration of the 25th Anniversary of ASE's Scientific Sessions,
the gala will feature a silver masquerade theme.*

Join the Foundation for a lively night of dance, music, food, and entertainment! Funds from Gala tickets will go to the continuation of research and discovery in the field of echocardiography. Additionally, a portion of each ticket sold is U.S. tax deductible and counts toward our annual appeal.

To celebrate the masquerade theme, guests are encouraged to bring their own masks; however, masks will be available on site for a small donation.

The Foundation is also hosting a "best mask contest," so come prepared! A lucky winner will receive onsite recognition.

Please note that seating is limited for this event! To obtain your Gala ticket, please visit www.asefoundation.org/gala.

We would also like to extend a heartfelt "thank you" to ASE Foundation Task Force members Vera Rigolin and Jose Banchs, our two table captains for the 2014 Research Awards Gala. Dr. Banchs and Dr. Rigolin continue to demonstrate their commitment to ASEF and research development by embracing these leadership roles. Thank you again!

Get Charged Up with ASE Foundation's Charging Station!

Oregon Convention Center, Level 1
Friday, June 20 - Tuesday, June 24

Recharge your batteries in between educational sessions at the ASE Foundation Booth! This booth is where you will be able to access our charging station to charge each of your devices, meet Foundation staff, and get involved with any of the events in Portland that are hosted by the Foundation!

Along with getting charged up, you will also be able to learn more about each of our initiatives, the 5K Glow Run, Taste of Portland, and Research Awards Gala. ASEF will also be hosting a raffle at the ASEF Booth and will be providing gifts to our generous donors, while supplies last.

The Foundation staff will be at the ASE Foundation booth for each day of the conference and will be ready to answer any questions that you might have.

Additionally, the Foundation will be selling masks for Gala attendees for a small donation.

Find the Foundation booth outside of the exhibit hall on Level 1. ■



A Taste of Amazing

The Willamette Valley Society of Echocardiography and the ASE Foundation present a networking event that will allow you to experience the culture of Portland through local food and drink, while also supporting educational scholarships, research awards, and travel grants.

The evening features a wide selection of Portland craft beers, Willamette Valley wines, and hors d'oeuvres, courtesy of local caterer Simpatica. Music will be provided by local DJ Cooky Parker.

The tickets are \$35 to attend the Taste of Portland and include two drink tickets, with additional beverages provided at a discounted price. To ensure you receive a premiere taste of "the city of roses" visit www.asescientificsessions.org/taste!

Leftbank Annex, 101 N Weidler Street
Sunday, June 22, 7:00 pm to 12:00 am

Get Up and GLOW for Echo!



Downtown Portland, Friday, June 20
Pre Race Registration 8:00 pm, Race Begins 9:00 pm

Chances are you have seen a ton of races being promoted over the years. And while they usually all have a very worthy cause, you know what to expect: early morning start time on a Saturday or Sunday and a basic race course. But what happens when you take a typical 5K, put it in an awesome location and add glow sticks? You get the ASE Foundation's Heeling Hearts 5K Glow Run! The race starts when the sun goes down on Friday, June 20 and will serve as the unofficial kick off to the 25th Annual Scientific Sessions.

After the race, join the Foundation, ASE members and your fellow racers at the finish line for refreshments and music by the Portland waterfront.

Funds from the 5K Glow Run are used for initiatives that support the improvement of cardiac care, which is a cause we can all feel "head over heels" about! Visit www.asefoundation.org/glow for more information and to sign up for the race. ■

The ASE Foundation thanks Siemens Healthcare for their sponsorship of the Heeling Hearts 5K Glow Run.

RESEARCH AWARD FUNDING AVAILABLE

Now Accepting Applications for a Project to Demonstrate the Value and Relevance of Echocardiography

KEY DATES:

Application deadline - June 2
Notice of funding - Early August

What makes cardiovascular ultrasound a relevant and valuable diagnostic tool in healthcare today? In what situations does it offer the most positive impact on patient outcomes? The ASE Foundation is offering up to \$200,000 for a research project designed to answer those questions.

The ASE Foundation's 2014 Research Award funding opportunity is the largest grant offered to date by the Society, and the funding resources allocated underscore the importance of this topic. The goal of this multi-year grant is to demonstrate the relevance and positive impact of echocardiography on patient outcomes. ASE and the Foundation hope that the data generated will contribute to future efforts to encourage greater

reliance on echocardiography as a safe, effective, and affordable alternative to other imaging modalities. This emphasis on the benefits of using cardiovascular ultrasound to drive patient management and treatment is at the heart of the Foundation's mission to advance the cardiovascular ultrasound profession by improving patient care.

What types of projects might fit this funding focus? For example, the Foundation would like to see a project designed to collect comparative evidence of the key role cardiovascular ultrasound plays in managing patients, or to ascertain the benefits of using it over other imaging modalities in disease-based areas. Also of interest would be a project intended to demonstrate the value of using echocardiography as a tool to study temporal changes in disease, or to evaluate its use in measuring patient response to

therapies that can affect cardiac function, such as cancer treatments.

Application for the 2014 Research Award is open only to ASE members. Applicants must have either a research or health-professional doctoral degree, or a current echocardiography or cardiovascular ultrasound professional credential. Applicants are also expected to have previous research experience.

This Award funding will be available for use over a two-year period, from September 2014 through September 2016. Visit the [ASE Foundation's 2014 Request for Application](#) to find the full funding opportunity description, eligibility and application requirements, selection criteria, and a list of frequently asked questions. Applications are now being accepted; submit your proposal before application closes on Monday, June 2. ■



ASE Foundation

THANKS!

ASE thanks the following donors for their demonstrated leadership and generosity:*

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For more information, please call or email us at (919) 861-5574 or foundation@asecho.org



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*Investor list reflects those who have fulfilled their 2014 Annual Appeal investment commitments as of March 14, 2014