



ANNUAL MEETING

June 25-27, 2010

**The Hotel Hershey
Hershey, Pennsylvania**

Up to 12.50 AMA PRA Category 1 Credits™

www.paallergy.org for registration

Hotel InformationPage 10
Registration Form . Pages 13 & 14



INFORMATION/QUESTIONS?

Contact:
Pennsylvania Allergy
and Asthma Association
777 East Park Drive, P.O. Box 8820
Harrisburg, PA 17105-8820
Phone: (717) 558-7750 x1592
Fax: (717) 558-7841
Email: paaa@pamedsoc.org

SCIENTIFIC HIGHLIGHTS

This PAAA Annual Meeting carries up to 12.50 hours of Category 1 CME credits. This meeting is targeted to Allergists, Family Physicians, Physician Assistants, Certified Registered Nurse Practitioners and Registered Nurses who work in or practice Asthma and Allergy therapy.

Outstanding scientists and clinicians from throughout the United States will be speaking on important issues for the allergist.

There will be multiple opportunities to network with colleagues as well as exhibitors. State-of-the-art products and services will be displayed in the exhibit area.

SOCIAL HIGHLIGHTS

- Friday: Dessert Reception with Exhibitors
- Saturday: Fireside Social
- A family-oriented meeting with many activities available in Chocolatetown, USA.
- Easy access to the Amish country, Gettysburg, IMAX theaters, and Hersheypark.
- Discounted Hersheypark and Dutch Wonderland tickets are offered to registrants and immediate family. They will be available at the Concierge desk for registered hotel guests.

This year's Saturday evening social event will be held on the lawn behind the Harvest Restaurant.

FUN, PAMPERING AND SPORTING HIGHLIGHTS

Please call the Hershey Country Club to make your golf reservations. The number is (717) 533-2360, #1. Visit the website at www.golfhershey.com for additional information.

Spa reservations may be made by calling (877) 772-9988. Appointments generally fill quickly for this weekend. Visit the official website of the spa at the Hotel Hershey at www.chocolatespa.com for available spa services.

ACCREDITATION

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Pennsylvania Medical Society and the Pennsylvania Allergy & Asthma Association. The Pennsylvania Medical Society is accredited by the ACCME to provide continuing medical education for physicians.

The Pennsylvania Medical Society designates this educational activity for a maximum of 12.50 *AMA PRA Category 1 Credit™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Faculty and all others who have the ability to control the content of continuing medical education activities sponsored by Pennsylvania Medical Society are expected to disclose to the audience whether they do or do not have any real or apparent conflict(s) of interest or other relationships related to the content of their presentation(s).

FACULTY

Speakers Scheduled to Present

Mark Ballow, MD

Larry Borish, MD

David Khan, MD

Anopp Karippot, MD

David Lang, MD

Richard Nicklas, MD

Thomas Platts-Mills, MD

Lawrence Schwartz, MD, PhD

Andrew Shapiro, MD

Dana Wallace, MD

Andrea Zaenglein, MD



PAAA Physician's Program

Thursday, June 24, 2010

4:00 - 6:30 pm

Registration

6:00 - 9:30 pm

Board of Regents Dinner Meeting

Friday, June 25, 2010

7:00 - 7:50 am

Registration Open/Continental Breakfast/Visit Exhibitors

7:50 - 8:00 am

Welcome and Introductions

Deborah Gentile, MD, President, PAAA

Diane Schuller, MD, Program Chair

8:00 - 8:45 am

Heterogeneity of Asthma and Biomarkers

Larry Borish, MD

After completion of this session, participants should be able to:

- Describe the Heterogeneity of bronchial asthma and how to determine biomarkers in each individual case
- Assess biomarkers to determine the most effective pharmacotherapy and management

8:45 - 9:30 am

Obesity, GERD, and Rhinitis: Coincidentally or Casually Linked?

Richard Nicklas, MD

After completion of this session, participants should be able to:

- Determine if co-morbidity such as GERD, Rhinitis or Obesity play a role in each asthmatic patient, either casually or coincidentally
- Discuss treatment modalities for asthma when these conditions co-exist

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PAAA Physician's Program *continued from page 4*

9:30 - 10:15 am

Chronic Sinusitis and Polyps: Medical and Surgical Approach

Pro Medical: Dana Wallace, MD

Pro Surgical: Andrew Shapiro, MD

After completion of this session, participants should be able to:

- Demonstrate if Chronic Sinusitis is a co-existing condition in asthmatic patients and detect the possible presence of polyps
- Determine if the triad of asthma, aspirin sensitivity and polyps is present

10:15 - 10:45 am

Refreshment Break/Visit Exhibitors

10:45 - 11:30 am

The Sleep Apnea Link to Allergies and Asthma

Anoop Karippot, MD

After completion of this session, participants should be able to:

- Identify patients with allergies and asthma who also suffer from sleep apnea
- Determine appropriate methods and resources for diagnosing sleep apnea

11:30 am - 12:15 pm

PAAA Memorial Lecture—Gilbert A. Friday, MD

Early Life Exposures and the Linkage to Allergic Diseases

Thomas Platts-Mills, MD

After completion of this session, participants should be able to:

- Recognize how early life exposures to allergens may predispose to the development of allergic disease
- Discuss potential measures to reduce these early exposures and possibly prevent the development of allergic disease

12:15 - 1:00 pm

PAERF Poster Presentations

continued on page 6

PAAA Physician's Program

continued from page 5

8:00 - 10:00 pm

Dessert Reception with Exhibitors

You can't finish your busy day in Hershey without a sweet treat. Stop by the PAAA Dessert Reception and visit with our exhibitors, your friends and colleagues. Enjoy dessert and complimentary beer, wine and sodas. You must pre-register for this event.

Saturday, June 26, 2010

7:00 - 7:55 am

Registration Open/Continental Breakfast/Visit Exhibitors

7:55 - 8:00 am

Welcome and Introductions

Diane Schuller, MD, Program Chair

8:00 am - 1:00 pm

General Session

8:00 - 8:45 am

Pearls and Pitfalls of Diagnosing and Treating Anaphylaxis

Richard Nicklas, MD

After completion of this session, participants should be able to:

- Review the new information present in the updated guidelines for the diagnosis and treatment of anaphylaxis, and understand potential pitfalls
- Design an effective plan for diagnosing the etiology of anaphylaxis and identify the pearls of therapy

8:45 - 9:30 am

Mast Cell Activation Disorders

Lawrence Schwartz, MD, PhD

After completion of this session, participants should be able to:

- Identify mast cell activation syndrome and the classifications of mastocytosis
- Prescribe the appropriate measures for detection and treatment of Mast Cell disorders

9:45 - 10:30 am

PAAA Business Meeting

10:30 - 10:45 am

Refreshment Break/Visit Exhibitors

continued on page 7

PAAA Physician's Program

continued from page 6

10:45 - 11:30 am

Clinical Challenges in the Management of Stinging Insect Allergy

David Lang, MD

After completion of this session, participants should be able to:

- Describe the new information concerning insect sting allergy in the updated practice parameter
- Apply this new information to improve patient care and prevent unwarranted deaths

11:30 am - 12:15 pm

PAAA Memorial Lecture—Gregory B. Lanpher, MD The Multi-Drug Allergic Patient and Drug Hypersensitivity

David Khan, MD

After completion of this session, participants should be able to:

- Recognize the multi-drug allergic patient and identify factors which contribute to this condition
- Determine management strategies for the multi-drug allergic patient

12:15 - 1:00 pm

Adverse Reactions to Vaccines-What We Need to Know

Dana Wallace, MD

After completion of this session, participants should be able to:

- Describe potential adverse reactions to commonly prescribed vaccines
- Identify measures to successfully immunize patients who experience such reactions

Optional Workshop (Registration and Fee Required)

1:15 - 1:45 pm

Box Lunch for participants

1:45 - 2:45 pm

Dermatologic Manifestations of Allergic and Immunologic Disorders: How Good is Your Recognition?

Andrea Zaenglein, MD

After completion of this session, participants should be able to:

- Recognize the appearance of allergic and immunologic dermatologic disorders commonly seen in practice
- Determine different techniques required to secure these diagnoses

continued on page 8

PAAA Physician's Program

continued from page 7

6:30 - 10:00 pm

Fireside Social

Something new this year, enjoy the open outdoor area behind the Harvest Restaurant on the hotel grounds. No need to rush, we will have a variety of light food stations and cash bar open from 6:30 PM to 10:00 PM. Mingle with your friends and enjoy a relaxing evening. The hotel sports complex and pool are close by for those who are looking for additional activities. Enjoy S'mores and storytelling fireside later in the evening. You must preregister for this event.

**Rain back-up is in the Garden Terrace*

- Food Stations 6:30 - 8:30 pm
- S'mores & Desserts 6:30 - 10:00 pm
- Cash Bar 6:30 - 10:00 pm
- Storytelling 9:00 - 10:00 pm

Sunday, June 27, 2010

7:00 - 7:55 am

Registration Open/Continental Breakfast/Visit Exhibitors

7:55 - 8:00 am

Welcome and Introductions

Diane Schuller, MD, Program Chair

8:00 - 8:45 am

Eosinophilic Disorders: Sinusitis

Larry Borish, MD

After completion of this session, participants should be able to:

- Identify eosinophilic disorders which are being referred for evaluation
- Describe techniques to determine if allergies are the causative factor

8:45 - 9:00 am

Q&A

continued on page 9

PAAA Physician's Program

continued from page 8

9:00 - 9:45 am

Refractory Urticaria and (non HAE) Angioedema

David Kahn, MD

After completion of this session, participants should be able to:

- Describe theories on pathogenesis of chronic urticaria
- Determine the need for laboratory testing and develop a treatment plan based on the updated practice parameter

9:45 - 10:00 am

Q&A

10:00 - 10:45 am

Allergenicity and Cross Reactivity in Food Allergies

Thomas Platts-Mills, MD

After completion of this session, participants should be able to:

- Classify food allergens and determine the presence of cross-reactivity
- Develop appropriate avoidance diets based on this knowledge and possible induction of tolerance

10:45 - 11:00 am

Q&A

11:00 - 11:15 am

Refreshment Break

11:15 - 12:00 pm

Immunodeficiency: Recognition, Uses and Abuses of Therapy

Mark Ballou, MD

After completion of this session, participants should be able to:

- Recognize the presence of immunodeficiency and describe appropriate diagnostic tests
- Identify how to implement new treatment modalities

12:00 - 12:15 pm

Q&A



Photo courtesy of HERSHEY ENTERTAINMENT & RESORTS COMPANY.

Hotel and Overnight Reservation Information

Listed in the *Historic Hotels of America Registry*, the Hotel Hershey features old world charm and elegance. As the headquarters hotel for the PAAA meeting, all meeting, exhibit and scheduled social functions will be held at the Hotel Hershey.

A block of rooms are being held at the Hotel Hershey for PAAA meeting attendees. Make your room reservations STAT due to the high demand on a limited number of rooms. **Call the hotel directly at 717-533-2171 or 1-800-HERSHEY (437-7439)**, identify yourself as part of the PAAA and receive the discounted room rate.

Discounted rooms are available on a first-come, first-served basis. The group rate is guaranteed until **May 8, 2010**. After this cut-off date, reservations will be accepted on a space and rate availability basis only.

\$309, plus tax, per room per night for Single/Double Occupancy

These rates include overnight accommodations only and are subject to applicable taxes. Meals are not included with this plan.

Check in time - after 4:00 pm; Check out time - 12:00 pm. Any departures after 12:00 pm will be charged half the daily room rate until 4:00 pm. After 4:00 pm, the full room rate applies. The Hotel Hershey will be glad to store your luggage after checkout so you may continue to enjoy your visit.

Any no show or cancellations occurring less than 72 hours prior to arrival will be charged the room rate as reserved by the individual guest for the entire reserved period.

Should the Hotel Hershey “sell out” ask the reservationist to put you on a wait list for the Hotel. The Hershey reservationists are able to assist you in making reservations at other Hershey locations, as well as Hershey properties.

Airport Transportation

If staying at the Hotel Hershey, for a fee, transportation is provided to and from the Harrisburg International Airport or the Harrisburg Train Station, with prior arrangements only. Call the Hotel Hershey (717) 533-2171 for additional information concerning transportation.

The Grand Expansion

The Hotel Hershey has officially unveiled its new building campaign known as “The Grand Expansion,” which launched as part of the Hotel’s 75th anniversary celebration. Along with dramatic upgrades to the Hotel’s front entrance, the expansion features 10 new luxury guest cottages; one meetings cottage; a multi-pool swimming complex with an infinity-edge pool; year-round ice-skating rink; new recreation area; 130-seat restaurant, *Harvest*; and seven new boutique shops known as *The Shops At The Hotel Hershey*.

New Recreation Area: Features Basketball, Bocce Ball, Croquet, Hiking Trails, Horseshoes, Ice-Skating Rink, Sand Volleyball, Shuffleboard, and Tennis

The Spa Boutique: Choose from a premium selection of exclusive *Chocolate Spa* body and facial products used in our decadent chocolate-themed treatments, then browse our assortment of yoga-wear, relaxation tapes, motivational books, aromatherapy candles, scented eye pillows, sleepwear, and more.

Sweets: Savor this unique cupcake experience, Hershey-style! Choose your favorite mouth-watering cupcake or design-your-own cupcake! Sweets also features a variety of delectable *Hershey’s* chocolate.

Signatures: Showcasing unique apparel and gifts available only at *The Hotel Hershey*, Signatures offers logoed apparel for men and women, children’s clothing, exclusive Madame Alexander doll, and our new Destination Hershey kids’ line by Oopsy daisy - including canvas wall art, growth charts, clocks, nightlights, tabletop lamps, and more. You’ll always remember your trip with a signature giftable!



Photo courtesy of HERSHEY ENTERTAINMENT & RESORTS COMPANY.

HERSHEYPARK & DUTCH WONDERLAND TICKETS

Hersheypark tickets will be available for purchase at the Hotel Hershey Concierge Desk at discounted rates. Hotel guests may purchase tickets at the Concierge Desk. These tickets are only good on the day they are purchased. For more information please contact The Hotel Hershey at (717) 533-2171.



Photo courtesy of HERSHEY ENTERTAINMENT & RESORTS COMPANY.

A Storied Home: Elegant home décor, including decorative crystal bowls, hand-painted serving pieces, and beautiful sterling silver candlesticks make the perfect year-round gift. Browse our selection of picture frames, handcrafted peppermills, and more.

PAAA Social Events

Friday, June 25, 2010

Dessert Reception

You can't finish your busy day in Hershey without a sweet treat. Stop by the PAAA Dessert Reception and visit with our exhibitors, your friends and colleagues. Enjoy dessert and complimentary beer, wine and sodas. You must pre-register for this event.

Saturday, June 26, 2010

Fireside Social

Something new this year, enjoy the open outdoor area behind the Harvest Restaurant on the hotel grounds. No need to rush, we will have a variety of light food stations and cash bar open from 6:30 pm to 10:00 pm. Mingle with your friends and enjoy a relaxing evening. The hotel sports complex and pool are close by for those who are looking for additional activities. Enjoy S'mores and storytelling fireside later in the evening. You must preregister for this event.

- Food Stations 6:30 - 8:30 pm
- S'mores & Desserts 6:30 - 10:00 pm
- Cash Bar 6:30 - 10:00 pm
- Storytelling 9:00 - 10:00 pm



62nd Annual Meeting Registration Form

June 25-27, 2010 • The Hotel Hershey

Online registration available at www.paallergy.org

In order to receive the member rate—you must have paid your 2010 dues and/or submitted a PAAA membership application, to the PAAA Office, on or before April 21, 2010. Please contact the PAAA Office if you need a membership application or go to our website at www.paallergy.org to download the form.

Tuition includes: Admission to the PAAA Annual Meeting, exhibit hall, continental breakfasts, coffee breaks, Friday evening Dessert Reception, and Saturday's Fireside Social.

Immediate family includes one spouse or one adult guest plus up to four dependent children; dependent meaning you may claim them on your income tax.

In order to stay compliant with PhRMA Code and maintain financial support, continental breakfasts and breaks are intended and ordered for the meeting attendee, not spouses, guests or children. The exhibit hall is open to meeting attendees only.

(Please print)

Name _____

Please check one: ☐ MD ☐ DO ☐ Other _____

Spouse/Guest Name, if Attending _____

Child(ren) Name(s)/Age(s), if Attending _____

Information printed below will be included in the registration materials given to exhibitors and attendees, with the exception of your e-mail address.

Address _____

City/State/Zip _____

Office Phone _____

Website _____

E-mail _____

Note: Speaker presentations will be available on our website (www.paallergy.org) after June 7. Please feel free to download or print them and bring them along to the meeting.

☐ Please reserve one hard copy of the available handouts at the registration desk for me.

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Online registration available at www.paallergy.org

Type Of Payment

☐ Check enclosed made payable to PAAA

☐ Credit Card (Circle One)   

Credit Card Number

CW2 Code

(3 digit code on back of card **required**)

Expiration Date

Signature of Cardholder

** Refunds will not be given after June 12, 2010;
a \$40 service charge will apply for all cancellations.
Substitutions will always be accepted.

**Fax (717) 558-7841, or mail your
completed registration form to:**

Pennsylvania Allergy and Asthma Association
777 East Park Drive, PO Box 8820
Harrisburg, PA 17105-8820

**Online registration available
at www.paallergy.org**

Tuition

	On or before May 31	On or after June 1
_____ PAAA Active Member	\$250.00	\$300.00
_____ Associate PAAA Member	\$350.00	\$400.00
_____ NP/PA registered by PAAA Active Member	\$250.00	\$300.00
_____ Corresponding PAAA Member	\$350.00	\$400.00
_____ NP/PA registered by PAAA Associate Member	\$350.00	\$400.00
_____ Fellow-in-Training	\$35.00	\$45.00
_____ Emeritus	\$150.00	\$200.00
_____ Non-Member	\$550.00	\$600.00

Friday, June 25 (Indicate number attending in the blank below.)

8:00 pm Dessert Reception

_____ Registrant (included in tuition)

_____ Spouse/Guest/Children x \$10 per person = \$ _____

Saturday, June 26 (Indicate number attending in the blank below.)

1:15 pm Box Lunch and Workshop

_____ Registrant (not included in tuition) x \$20.00 per person = \$ _____

6:30 pm Fireside Social

_____ Registrant (included in tuition)

_____ Spouse/Child(ren) ages 9 & above x \$10 per person = \$ _____

_____ Child(ren) ages 4-8 x \$10 per person = \$ _____

_____ Child(ren) 3 and under (no charge)

_____ Additional Adults (ages 9 & above) x \$60 per person = \$ _____

_____ Additional child(ren) (ages 4-8) x \$30.00 per person = \$ _____

Catered Kosher meals will be available for Saturday's Fireside Social. Indicate how many
kosher meals will be needed.

_____ Saturday's Fireside Social

Total Amount Enclosed

\$ _____



Photo courtesy of HERSHEY ENTERTAINMENT & RESORTS COMPANY.

**Don't sneeze at the opportunity to earn up to
12.50 AMA PRA Category 1 Credits™ in one weekend.**

Register NOW!

Online registration available at www.paallergy.org



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