Register Online for ACEP18 to Book Courses, Hotel Rooms, Social Events

REGISTER ONLINE. REGISTER EARLY. This is the best advice we can give for two reasons:
First, we make registering online very easy. You're just a few clicks away from booking courses, hotel rooms, workshops, resources, and special social events. Our site allows you to neatly package your itinerary, so you can make the best decisions for your education and get the most out of your trip.

Second, you can save money by doing it now. Secure your spot by Aug. 31 with promo code CELEBRATION and save $100. Whether you sign up for all four days or show up a little early for the preconference workshops, all your reservations can be made online.

Go to acep.org/ACEP18 and start planning your time in San Diego. While online, don’t forget to make a hotel reservation through ACEP's housing partner, onPeak. We work with our travel partners to provide reduced hotel rates and discounts.

REGISTER TODAY AT www.acep.org/ACEP18
IT’S QUICK AND SECURE!

Questions?
REGISTRATION
meetingregistrar@acep.org
844-381-0911

HOTEL ROOMS
acep@onpeak.com
866-611-8828

TRAVEL SERVICES
acep@campbelltravel.com
800-501-2540

#ACEP18: Real-Time Feed for Real-Time Education

What did @ShehniNadeem think about that Dr. Amal Mattu session? How much did @TakeoKun get out of the labs? Just how sunburned did @EBMgonewild get at the Kickoff Party?

Each year, #ACEP18 becomes a national trending topic, and is your chance to see real-time clinical pearls, thoughts and opinions, banter, and more. #ACEP18 is your right-hand tool for experiencing the best of the annual meeting.

Keep up with the meeting and interact with docs, all in one feed: Follow @ACEPnow on Twitter, @ACEPnation on Instagram and Snapchat, and remember to check out www.facebook.com/ACEPfan for updates and images from parties and special sessions!

ACEP BOARD OF DIRECTORS MEMBER KEVIN KLAUER, DO, ED, FACEP, delivers this year’s James D. Mills Jr. Memorial Lecture as a talk among friends.

The panel discussion, at 1:30 p.m. on Tuesday, Oct. 2, is titled, simply, “ACEP@50: Past, Present, and Future.” After a chat about the history of the specialty, Dr. Klauer, who is ACEP Now Medical Editor in Chief, will lead panelists through an examination of the current state and explore the future.

“If there’s been this much change in 50 years, what does the next 50 look like?” he says. “I think that will be a fascinating and interesting question.”

EMERGENCY PHYSICIANS who are feeling burned out may not think adding advocacy to their plate is the solution. But they should consider it, says emergency physician Hon. Nathaniel Schlicher, MD, JD, MBA, FACEP, who will deliver this year’s Colin C. Rorrie, Jr. Lecture, “Finding Wellness and Purpose Through Advocacy,” on Wednesday, Oct. 3 at 1:30 p.m.

“Wellness is not as simple as yoga and exercise and deep breathing, but it is finding purpose and advocacy and doing work to change the world in which you’re frustrated,” says Dr. Schlicher, a former state senator from Washington state. “It’s not about spending time on social media or doing a Facebook Live. It’s about working in the community and helping people.”

OPENING SESSION
A Simple Thank You
Keynote speaker stresses the importance of expressing appreciation for colleagues

by RICHARD QUINN

MOTIVATIONAL SPEAKER AND MARKETING GURU, Roy Spence, spent time this summer in Colorado as wildfires rolled across the Mountain state. Every time he saw a front-line firefighter, a first responder, or a physician, he thanked them.

It’s what he does—and that’s what he urges leaders in emergency medicine and other health care specialties to do daily.

CONTINUED on page 7

Rorrie lecturer recommends fighting frustration with a plan to make a difference

by RICHARD QUINN

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MILLS LECTURE
Look Back, Look Ahead
Mills Lecture will explore 50 years of EM history and what the next 50 may bring

by RICHARD QUINN

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CONTINUED on page 2

RORRIE LECTURE
Battle Burnout with Advocacy
Rorrie lecturer recommends fighting frustration with a plan to make a difference

by RICHARD QUINN

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CELEBRATE THE GOLDEN ANNIVERSARY OF EM

Turn to page 4 for a preview of the events celebrating ACEP’s 50th anniversary that are happening at ACEP18.
VIRTUAL ACEP18

Too many great sessions to attend? Two interesting sessions going on at the same time? Want to revisit a course you attended? Virtual ACEP is the perfect complement to your ACEP18 experience! Through our virtual platform, you will have 24/7 access to all the ACEP18 presentations.

Virtual ACEP18 includes access to the slides and audio from all the courses presented during the conference—our new integrated classroom brings everything together in a single, unified view.

- Contextual Notes: Notes tied to the replay of the session, slide by slide.
- Playback Speeds Controls: Slow down or speed up your experience.
- Comments: Discuss specific slides with your peers right from the online player.
- Favorite Lists: Create a playback list of your favorite sessions to watch now or later.

Online access begins 24 hours after the conference ends and CME credits are available. Purchase with your ACEP18 registration for maximum discounts.

Purchase now at acep.org/acep18.

MILLS LECTURE | CONTINUED FROM PAGE 1

ing conversation to have, as the options for emergency medicine and the opportunities in emergency medicine are nearly limitless in the future.”

Dr. Klauer will moderate the panel, comprised of Pamela Bensen, MD, MS, FACEP; Kerry Broderick, MD, FACEP; Gregory Henry, MD, FACEP; and Ryan Stanton, MD, FACEP.

The conversation will note that some 68 percent of hospital admissions nationally come through emergency departments and that despite the efforts of payers and lawmakers to disssuade ED use, approximately 20 percent of the population visit the ED at least once annually and 7 percent make two or more visits.

“We are positioned to make sure that we can impact admission decisions and utilization decisions regarding diagnostic imaging, as well as laboratory diagnostics,” Dr. Klauer says. “And really reduce avoidable admissions. Emergency medicine must serve a critical role as the first point of contact for most patients who are admitted to the hospital.”

Other important topics to discuss include payment reform tied to health insurers reimbursement; the scope of EM in the next 50 years; physician resiliency and burnout.

“Dr. Klauer says ACEP has been working on both legislative and regulatory fronts to ensure that the college has a national say on issues affecting emergency physicians. And while those efforts continue, it’s important to remember, he says, that progress doesn’t need to be fast, and it doesn’t have to be easy.

“It just has to be meaningful and impactful,” Dr. Klauer says. “We will fight as hard and as long as we have to for our specialty and, most importantly, for our patients. Some of those wins come easily, such as the progress made on the opioid crisis, because the whole nation understands the importance of the issue. But other initiatives and other issues may not be as obvious or as well known, requiring time, education, and persistence.”

Dr. Klauer

RICHARD QUINN is a freelance writer in New Jersey.

EXHIBIT HALL

MONDAY, OCT. 1–WEDNESDAY, OCT. 3
9:30 A.M.–3:30 P.M.

Includes access to innovatED, special 50th anniversary history exhibits, and all the ACEP resources: the Bookstore, GEDA, CEDR, E-QUAL, CUAP, the Wellness Center, the Career Center, and so much more.
something that we can do and we do and we should do as providers and [emergency physicians]. We are some of the best advocates because we see the problems in the world. I’ve always wanted to do something challenging to find our purpose and passion once more. Dr. Schlicher says. “There’s always the next thing. For those who feel themselves burning out, he urges a new level of advocacy as an opportunity to remember what made them passionate about the specialty in the first place. “We’re all highly competitive people,” Dr. Schlicher says. “There’s always the next thing. You get into medical school. You got into graduate school. You got into residency to get the best job. All of a sudden, we’re reaching the job, and now it’s like, ‘What’s next?’... Sometimes we forget that we can engage in something new and advocate for something challenging to find our purpose and wellness once more.”

RICHARD QUINN is a freelance writer in New York.
CELEBRATE THE GOLDEN ANNIVERSARY OF EM

FOR 50 YEARS, America’s emergencies have been our specialty. Comforting our patients through some of their most frightening moments, emergency physicians are there 24 hours a day, 365 days a year, for anyone, anytime, and anything. ACEP’s 50th anniversary reflects on the moments that matter most for our specialty, our members, and our patients—moments that matter most to you.

At ACEP18, the celebration kicks into high gear. With all the once-in-a-lifetime events happening at this year’s meeting, you’re not going to want to miss your chance to connect with your roots and look to the future.

THE MUSEUM

Museum of Emergency Medicine
Daily, 9 a.m.–5 p.m.
Immerse yourself in the story of our specialty, from its roots in 1960 to today with interactive exhibits, storytellers, and an AI docent. Challenge yourself and top the leaderboard with the 50th anniversary scavenger hunt.

Ribbon Cutting
Monday, Oct. 1, 9–9:50 a.m.
Sip mimosas and dive into history at A 50 Year Retrospective: ACEP Then, Now, & Next, the museum ribbon cutting ceremony and reception.

Titan Talks
During conference breaks, luminaries and titans of EM will tell their stories and answer your questions. Check the app and program for more details.

THE SESSIONS

50th Anniversary Opening Session
Monday, Oct. 1, 10–11 a.m.
In addition to an extraordinary speaker, you’ll see a short documentary celebrating emergency medicine and the physicians who practice it. Hear from the Bring ’em All team and help us honor the historical luminaries and titans of EM.

ACEP @ 50: The Backstory on Emergency Medicine—The Only Specialty Created by Public Demand
Monday, Oct. 1, 11 a.m.–noon
Attend this Q&A session with the history-keepers;

ACEP18 INNOVATED SHOWCASES LATEST EMERGENCY DEPARTMENT TECHNOLOGY, TOOLS

Presented by Bristol-Myers Squibb and Pfizer Alliance

Want to experience informative sessions on brand-new and innovative devices and technologies from cutting-edge companies? innovatED is the place to be. An interactive, award-winning educational space in the ACEP18 Exhibit Hall, innovatED combines products and services with innovation and problem-solving to elevate your engagement to a whole new level.

ACEP is dedicated to making innovatED better each year, offering medical personnel a new way to explore the latest innovations in emergency medicine.

The Pitch Events

• ACEP’s Shark Tank–style pitch events allow you to hear dynamic presentations from the best start-up companies emerging in health care and emergency medicine today—come see the products we believe will be the game changers of tomorrow!

• Sneak peek of the start-up or early-stage health care products.

• Sponsored by AngelMD

Innovation Stage

• Hear rapid-fire presentations from thought leaders in emergency medicine discussing innovative game changers.

• Have an innovative idea you want to take to the next level? During Innovation Panels, investors will offer tips and how to jump start your idea and get it on the market.

This space is where clinical experts and industry leaders connect with attendees to exchange ideas and discuss the evolving health care landscape.

JOIN US AT INNOVATED!
Eugene Richards, photojournalist of Bring ‘em All; Brian J. Zink, MD, FACEP, author of Anyone, Anything, Anytime: A History of Emergency Medicine, as well as titans of emergency medicine, including our earliest ACEP members.

**Book Readings and Signings**

Various times, check the app or program on site for more details.

Grab a copy of Bring ‘em All (our present) and Anyone, Anything, Anytime (our past) in the bookstore or museum. While they autograph your copy, chat with authors Eugene Richards, the photojournalist of Bring ‘em All, and Brian J. Zink, MD, FACEP, author of Anyone, Anything, Anytime: A History of Emergency Medicine.

**THE PARTIES**

**NEMPAC VIP Reception—USSS Midway**

Monday, Oct. 1, 6:30–8:30 p.m.

ACEP Members who have contributed $500 or more in 2018 ($50 or more for residents) are invited. Enjoy food and beverage and tours of the ship and museum! EMF VIP Reception—USSS Midway

Monday, Oct. 1, 6:30–8:30 p.m.

Price: $125. EMF’s $1,200+ donors and Wiegenstein Legacy Society members will receive complimentary invitations.

Join major donors, EMF and ACEP leaders, dedicated physician groups, and committed companies invested in emergency medicine at this annual, exclusive event.

**ACEP18 Kickoff Party**

Monday, Oct. 1, 7–10 p.m.

The ACEP18 Kickoff Party, sponsored by Schumacher Clinical Partners, will feature live music, family-friendly activities, food, drinks, and the opportunity to visit many of the historic restaurants and buildings on Fifth Street, located across the street from the convention center.

Kick off your week by celebrating ACEP’s 50th anniversary with your colleagues.

**LET’S GET THIS PARTY STARTED!**

ACEP18 Kickoff Party: Block Party in the Gaslamp Quarter

**Gaslamp Quarter**

Located across the street from the convention center, the Gaslamp Quarter is the West Coast’s premier entertainment district. The historic Gaslamp Quarter on Oct. 1, 7–10 p.m.

The Gaslamp Quarter allows guests to immerse themselves in the rich Victorian architecture, dine in world-class restaurants, and dance the night away. The ACEP18 Kickoff Party will feature live music, family-friendly activities, food, drinks, and the historic restaurants and buildings on Fifth Street.

Extend the party after 10 p.m. with the historic Gaslamp Quarter on Oct. 1, 7–10 p.m.

Don’t forget to book your family travel and bars open their doors to the public. Dance, eat, drink, and have fun kicking off a week filled with the best emergency medicine education in sunny San Diego!

All guests 18 and older will need to purchase ($50) an ACEP18 guest pass to access events. (Adult supervision required for everyone under 18.)

**THE EXHIBIT HALL**

Innovation in emergency care has long been led by military medical practice. Get embedded with history as you step into a military hospital tent to experience battlefield medicine.

Pre-hospital care is critical to saving the millions of people we save. See the history of EMS, including early ambulances, right in the Exhibit Hall.

**DON’T MISS THE 2018 PRESIDENT’S AWARDS GALA**

**GRAND HYATT**

**Dinner & Awards**

8–10 p.m.

Dancing 10 p.m.–midnight

After last year’s incredible sold-out bash, we are thrilled to bring back this can’t-miss event of the season, the President’s Awards Gala.

At this black-tie optional event, featuring dinner, dancing, awards, and the honoring of the new class of ACEP Fellows, you’ll be among the best at the most exciting event of ACEP18.

This red-carpet celebration honors ACEP Leadership Award winners, and our newest class of FACEP members. We invite you to wine, dine, and dance the night away at the Manchester Grand Hyatt.

All ACEP18 attendees are welcome to purchase tickets for $200, which includes a three-course meal, wine with dinner, a cash bar, music, dancing, and a truly unforgettable evening.

**ACEP18 Closing Celebration**

Wednesday, Oct. 3, 7–11 p.m.

Party with your colleagues as you dance, listen to music, and enjoy food and drinks. What would a day at the stadium be without our very own fireworks show? There is no better way to end your week in San Diego as we wind down our 50th anniversary.

All guests age 18 and older will need to purchase ($50) an ACEP18 guest pass to access events. (Adult supervision required for everyone under 18.)

**ACEP18 New Member Celebration**

Monday, Oct. 1, 5–7 p.m.

ACEP18 celebrates new members.

**ACEP18 Women’s Network Reception**

Monday, Oct. 1, 6 p.m.–8 p.m.

Celebrate the work of women in emergency medicine with your colleagues.

**ACEP18 Multi-Chapter Event**

Monday, Oct. 1, 7–9 p.m.

ACEP18 Multi-Chapter Event is an opportunity for ACEP Chapters to host an event for their local membership.

**ACEP18 Graduation Celebration**

Monday, Oct. 1, 9 p.m.–10 p.m.

Celebrate the Class of 2019 ACEP Graduates.

**ACEP18 PMS Residents’ Reception**

Monday, Oct. 1, 7–9 p.m.

Celebrate the 2019 PMS Residents.

**ACEP18 Networking Night**

Monday, Oct. 1, 7 p.m.–midnight

ACEP’s networkers will have the opportunity to meet up with other families and extended families, or email acep@onpeak.com to access family-friendly options.

Visit acep.org/ACEP18 for a complete list of events, registrations, and more.

**THINK BIG & COME TO A CEPE18 EVENT!**

**PLANNING TO BRING YOUR FAMILY TO ACEP18?**

ACEP18 offers world-class education, multiple networking opportunities, the largest EM Exhibit Hall, and so much more. But what’s available if you plan on bringing the family to San Diego for ACEP18?

We’ve got you and your family covered!

Make plans to meet up with other families to sightsee, go to dinner, or plan other activities while at ACEP18. Join the ACEP18 Family Facebook Group to connect with other families while in San Diego.

**CHILD CARE**

Child care opportunities will be available at ACEP18 so you can plan to take part in all the exciting activities taking place each evening. To sign up or to find out more, visit acep.org/Acep18.

**CHILDCARE HOURS**

Sunday, Sept. 30, 6 p.m.–12:30 a.m.

Monday, Oct. 1, 6 p.m.–12:30 a.m.

Tuesday, Oct. 2, 6–11 p.m.

Wednesday, Oct. 3, 6–11:30 p.m.

A mother’s room for nursing moms will be provided at the San Diego Convention Center and the Manchester Grand Hyatt.

You must pre-register for child care so they are able to staff accordingly.

$15 per hour, per child.

**ACEP18 GUEST PASSES**

If you are bringing your family, make sure you register everyone as a guest with registration. With an ACEP18 badge, families will have access to the ACEP18 Kickoff Party, Closing Celebration, and Exhibit Hall. All guests 18 and older will need to purchase ($50) an ACEP18 guest pass to access events. (Adult supervision required for everyone under 18).

**BOOK TODAY!**

Don’t forget to book your family travel to ACEP18 with our housing and travel partners. Family-friendly options are available on the onPeak web page. Look for “Do You Need Family-Friendly Accommodations?” listing the hotels that can easily accommodate children and extended families, or email acep@onpeak.com to access family-friendly options.

Visit acep.org/ACEP18 for a complete list of events, registrations, and more.
THE ACEP RESOURCE RUNDOWN

WANT TO THUMB THROUGH THAT NEW BOOK YOU SAW? Want a wellness checkup? Need a resume punch-up? A new headshot? At ACEP18, we’ve got you covered.

Browse the ACEP Bookstore, where you can take advantage of special ACEP18 discounts and access to ACEP staff to answer questions.

Check in at the Membership Booth—one of ACEP’s member care representatives would be glad to answer questions.

Get a resume checkup and a new headshot at the Career Center. emCareers.org will also be on hand to help with your job searching needs. Get job seeking advice, connect with top employers, or make an appointment for a CV review.

Have questions about an ACEP program? Staff from GEDA, CEDR, E-QUAL, and CUAP will be there at their booths when you need them. Want to take a break and focus on you? Then stop by the Wellness Center. This year, the ACEP18 Wellness Center will offer a multi-modal approach for our members to cultivate and maintain their personal and mental health. Check out the ACEP18 mobile app or the ACEP Wellness page for more details about these exciting events!

• 5-Minute Talks: Five-minute wellness lessons given by champions of emergency medicine.
• Silent Meditation Station: Tune in with a headset and listen to a variety of guided meditations or relaxing tunes.
• Come Tell Your Story: In just 90 seconds, describe how you integrate wellness in your own life. You just might be a star during Wellness Week, April 7 – 13, 2019!
• NEW! Walking Challenge: Make sure you pack your Fitbit, Garmin, Jawbone, Apple Watch, or smartphone to participate in this year’s Walking Challenge, supported by the FAAR Foundation for Alcohol Responsibility. Prizes go to the top steppers, get ready to move! • Daily Yoga: Join us three times a day on the Convention Center deck for a variety of offerings.
• Therapy Dogs: Release calming endorphins and encourage joy and relaxation while petting these sweet pups.
• NEW! Special 60-minute Screening of Do No Harm Followed by QA & Panel: Join us Tuesday evening for a viewing of this documentary, produced by two-time Emmy Award-winning filmmaker Robyn Symon.
• Wellness T-Shirts: Pick up an EM Well t-shirt and express your well-self.

This year, we herald the return of the wellness checkups. Check your health and support this wellness activity by pre-registering for the ACEP18 Wellness Lab. All ACEP18 adult attendees and spouses are welcome (and encouraged) to take advantage of this health screening, Monday Oct. 1 – Wednesday, Oct. 3, 6:30–9:30 a.m.

The screening includes:
• Blood pressure check
• Body composition analysis
• Blood chemistry (includes lipid profile, complete blood count, and hemoglobin A1c) and a choice of one of the following: Hepatitis C antibody, prostate-specific antigen, C-reactive protein, thyroid-stimulating hormone, Vitamin D, or Vitamin B-12

Tickets are $200.00 and you may purchase your ticket during pre-registration, onsite at ACEP Registration, or in the ACEP Bookstore located inside the Exhibit Hall. If you have already registered, you can easily log back in and add the Wellness Lab to your schedule. Check out these events and more at acep.org/ACEP18.

EM:RAP JOINS ACEP18

EM:RAP and ACEP are coming together to create a unique, not-to-be-missed “conference within a conference” experience. ACEP turns 50 this year and its annual meeting attracts more than 8,000 emergency medicine clinicians from around the world. EM:RAP hasn’t put on a conference for a few years and we have the desire to go big and celebrate with ACEP. We are dubbing it EM:RAPLive at ACEP.

What will it cost, I hear you ask? Nothing, nada, zero, zip.

Just register for ACEP18 and choose “EM:RAPLive” in the course scheduler section of registration. That’s it. It’s not about making money; it’s about connecting with our remarkable subscribers at the biggest event on the annual EM calendar!

During ACEP18, EM:RAP will drop the mic on a one-day “edutainment extravaganza.”

• Fantastic faculty, narrative learning, high end videos, cartoons, and more! Please, would you expect anything less?
• Will we introduce some remarkable clinicians from across the world we have sponsored to come to ACEP via our non-profit EMRAP:GO program? Yes, ohyes!

Check out just a few of the courses being offered at EM:RAPLive during ACEP18:
• Rescuing the Drowning Patient: Pulmonary Edema + Cardiogenic Shock
• More Than Just Sticking in the Tube
• Unbreak My Heart: Modern STEMI Management + Future Directions
• EMRAP Goes Visual: Procedures, Images, Panels + More

Sign up for ACEP18 early, EM:RAPLive is going to be standing room only!

COUNCIL CHALLENGE CAMPAIGN HIGHLIGHTS NEMPAC ACTIVITIES

Funded solely by ACEP members, the National Emergency Medicine Political Action Committee (NEMPAC) advances the specialty of emergency medicine in Washington, D.C., and improves the practice environment for emergency physicians and patient care delivery. For the 2018 election cycle, NEMPAC is on target to raise nearly $2.3 million from ACEP member supporters.

ACEP18 is your opportunity to learn more about NEMPAC’s year-round activities. What are the most important items on the legislative agenda? What has NEMPAC been doing in the heated health care debate? NEMPAC leaders and staff will be on hand to answer your questions.

In honor of ACEP’s 50th anniversary, NEMPAC will host several special events during ACEP18 to encourage additional support, and to recognize and thank our most committed and generous donors.

NEMPAC Council Challenge Saturday, Sept. 29–Sunday, Sept. 30, 8 a.m.–6 p.m.

The ACEP Board of Directors and Council collectively donate nearly $300,000 annually to NEMPAC. This two-day event will challenge Council representatives from ACEP chapters, ACEP sections, and EMRA to reach 100 percent participation in 2018. Their solid, continued commitment encourages all ACEP members to support NEMPAC to increase the political clout and influence of the specialty.

NEMPAC VIP Donor Celebration of ACEP’s 50th Anniversary Monday, Oct. 1, 5–6:30 p.m.
San Diego Wine and Culinary Event Center

To commemorate ACEP’s 50th anniversary and to recognize and thank NEMPAC’s most generous and loyal supporters, the NEMPAC Board will host an invitation-only reception for ACEP members who have donated at the Chairman ($7,000) or Platinum ($29,000) levels in 2018 and those who have donated at the Give-a-Shift level for the past five years or more ($1,200 annually).

NEMPAC Donor Reception Monday, Oct. 1, 6:30–8:30 p.m.
USS Midway Museum

NEMPAC donors who have contributed $500 or more in 2018 ($50 or more for residents) are invited to celebrate NEMPAC’s growth and success, while mingling with other donors and NEMPAC and ACEP leaders. Guests will enjoy food, beverages, and tours of the ship and museum.

NEMPAC “Give-a-Shift” Donor Lounge Monday, Oct. 1 – Wednesday, Oct. 3, 8 a.m.–5 p.m.
ACEP members who have donated at the “Give-a-Shift” level ($1,200, or $120 for residents) in 2018 are invited to visit and enjoy this private lounge with complimentary breakfast, lunch, snacks, professional neck and shoulder massages, television, and business center amenities. NEMPAC Board members and staff will be available to discuss NEMPAC’s mission and activities in the 2018 midterm elections.

For a full schedule of NEMPAC events, visit acep.org/acep18.
RO Y SPENCE | CONTINUED FROM PAGE 1

“What I’ve found about the great cultures—and health care, especially [ACEP] members, the people on the front line all the time—is that we have to thank each other,” Mr. Spence says. “There is a ‘thank you’ gap in health care.”

Mr. Spence, co-founder and former CEO of GSD&M, the biggest advertising agency in Austin, will give ACEP18’s keynote address Tuesday, Oct. 2 at 5:30 p.m. His talk, “The Power of Purpose in Business and Life,” is a distillation of his 40-plus years in marketing, a career that saw his agency create advertising, like the iconic baby-back ribs jingle for Child’s restaurants and the famed “Don’t Mess with Texas” anti-littering campaign for the Lone Star State.

For most people, Mr. Spence’s message is to find their purpose; but for emergency physicians who often get into the specialty to help people at their worst moments, it may be more about keeping that purpose.

“Aristotle may have said it the best. ‘Where your talents and the needs of the world cross, there lies your vocation,’ ” Mr. Spence quotes. “The men and women [of ACEP], the students, faculty, they’re using their talent to truly meet the needs of the world.

Every day.”
Of course, he understands burnout, and his advice to combat it is surprisingly simple: Take a walk.

“Here’s what I’ve found about burnout: we’re all so destination driven,” he says. “Got to get to work. Got to get the kids to school. Got to go get this...I’ve found that walking is the greatest medicine for burnout. You have no destination. It’s a journey. Walking means you can actually put your phone down and look up.”

And once the walk is done, emergency physicians can return to the grind of their day job with more appreciation of the purpose that brought them to the specialty in the first place.

“In the health care industry, we’ve got to help each other,” Mr. Spence says. “We already know the government is not going to help us. And the bankers aren’t going to help us. We’ve got to take care of one another.

“Everyone is fighting some kind of battle, including our caregivers. So we’ve got to make sure that we help each other live well.”

RICHARD QUINN is a freelance writer in New Jersey.

ACEP18 CLOSING CELEBRATION AT PETCO PARK

We’re ending the 50th anniversary of emergency medicine with a bang!

Finish your time spent on education, networking, and experiencing the best of emergency medicine at the ACEP18 Closing Celebration, presented by Envision Physician Services.

This family-friendly celebration will take place Oct. 3, 7–11 p.m. right on the field at Petco Park, home of the San Diego Padres.

Party with your colleagues as you dance, listen to music, and enjoy food and drink. Test your skills in the batting cages and other baseball activities. And what would a day at the stadium be without our very own fireworks show? There is no better way to conclude your week in San Diego as we wind down our 50th anniversary.

Drink tickets are available for ACEP18 registrants. All guests 18 and older will need to purchase ($50) an ACEP18 guest pass to access events. (Adult supervision required for everyone under 18.)

EMERGENCY MEDICINE FOUNDATION DONATION PROGRAMS AND EVENTS AT ACEP18

Over 46 years, the Emergency Medicine Foundation (EMF) has provided more than $16 million in grant funds to improve patient care and support emergency medicine investigators. Come see what EMF is all about at ACEP18!

EMF Council Challenge
Friday, Sept. 28, 3–6 p.m.
Saturday, Sept. 29–Sunday, Sept. 30, 8 a.m.–6 p.m.
ACEP Council members have contributed more than $2.3 million since the challenge inception, demonstrating their commitment to funding research, funding education, and supporting investigators.

EMF VIP Reception
Monday, Oct. 1, 6:30–8:30 p.m.
USS Midway Museum
Join major donors, EMF and ACEP leaders, dedicated physician groups, and committed companies invested in emergency medicine at this exclusive annual event. $125 or by complimentary invitation for EMF’s $1,200+ donors and Wiegenstein Legacy Society members.

EMF Major Donor Lounge
Monday, Oct. 1–Tuesday, Oct. 2, 7 a.m.–4 p.m.
Wednesday, Oct. 3, 7 a.m.–3 p.m.
EMF donors who have given at least $600 in 2018 can relax in this private room with complimentary breakfast, lunch, snacks, and business center amenities.

EMF Silent Auction
Monday, Oct. 1–Wednesday, Oct. 3, 9 a.m.–4 p.m.
One-of-a-kind experiences, sports, music and celebrity memorabilia, art, jewelry, and more. Bid, buy, and support EMF to make a lasting impact on emergency medicine.

EMF Research Gathering Lounge
Monday, Oct. 1–Wednesday, Oct. 3
Network and review abstracts in this special Research Forum lounge.

EMF Grant Showcase Luncheon at the Research Forum
Tuesday, Oct. 2, noon–1:45 p.m.
See the future of emergency medicine with the most promising EMF grantees and their current projects.

Wiegenstein Legacy Society (WLS) Reception
Tuesday, Oct. 2, 6–8 p.m.
Manchester Grand Hyatt, Bayview
WLS members are invited to a reception to acknowledge individuals who have included EMF in their estate plans.

EMF–Annals Author’s Workshop at Research Forum
Wednesday, Oct. 3, 9–11 a.m.

- By invitation only
ACEP's Daily Education Giveaway

ACEP's Daily Education Giveaway, held in the ACEP Bookstore is giving away the best EM education. Register to win fabulous prizes provided by ACEP eCME, Critical Decisions, and PEER.

9:30 to 3:00 | Monday - Wednesday

Win one of multiple ACEP educational product subscriptions!

ACEP's Upcoming 2018 - 2019 Educational Meetings

October 1-4, 2018
ACEP18 Scientific Assembly
San Diego, CA
acep.org/acep18

November 12-16, 2018
Emergency Department Directors Academy - Phase I
Omni Park West - Dallas, TX
acep.org/edda

February 4-8, 2019
Emergency Department Directors Academy - Phase I
Omni Park West - Dallas, TX
acep.org/edda

February 24-28, 2019
Reimbursement & Coding Conferences
Caesar’s Palace - Las Vegas, NV
acep.org/rc

March 19-21, 2019
Advanced Pediatric Emergency Medicine Assembly
Disneyland - Anaheim, CA
acep.org/pem

April 29-May 3, 2019
Emergency Department Directors Academy - Phase II
Omni Park West - Dallas, TX
acep.org/edda

May 5-8, 2019
Leadership & Advocacy Conference
Grand Hyatt - Washington, DC
acep.org/lac