

EASTERN RADIOLOGICAL SOCIETY

The History

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April, 2016

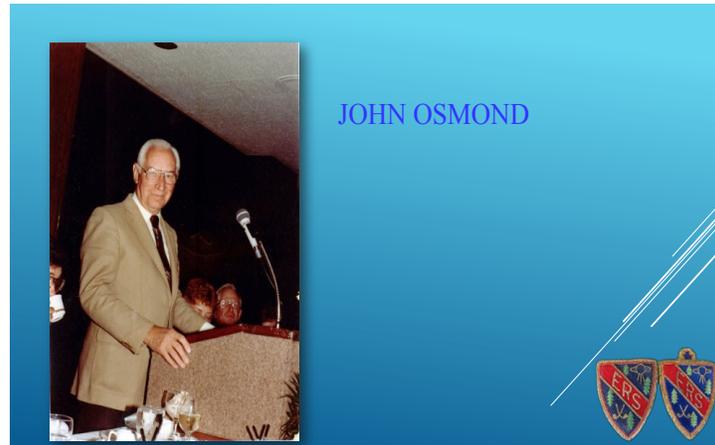
*Kimberly Thorley Doebereiner
PowerPoint Technical Support*



The Beginning

The concept for the Society originated with Dr. John Osmond, a radiologist in private practice in Cleveland, Ohio. Following the 1958 January meeting of the Cleveland Radiological Society, Osmond presented his proposal to several CRS members: "that a group of compatible golfer-radiologists get together at the Mid Pines Club in Southern Pines, North Carolina, for a week of golf and group of four discussions of problems in Radiology." The radiologists approached were Del Russell, Bob Berkebile, John Hanna and MacCafferty (Old Mac). Osmond was quite familiar with the Mid Pines Club having visited the resort on multiple occasions. He felt Mid Pines and its Donald Ross designed golf course would be the perfect setting for such a gathering. The group was enthusiastic

and the project moved forward under their guidance. Each would approach like thinking radiologists from around the country to join them.



The first meeting of the new Society, to be incorporated as the Eastern Radiological Society, was held on January 27, 1958, at the Tudor Arms Hotel in Cleveland. Pro tem officers and committee chairmen were selected, and plans for the first annual meeting were discussed. Additional organizational meetings were held in February and March during which time a Constitution and Bylaws were proposed and forty-two applications for membership were accepted.

The first annual meeting of the ERS was held at the Mid Pines Club, Southern Pines, North Carolina, May 4-8, 1958. Sixty-nine members and their wives from eleven states and Washington D.C. were in attendance. The following officers were elected: President: Bart R. Young, Vice President: George R. Krause, Secretary/Treasurer: John D. Osmond, Scientific Sessions Chairman: George R. Krause, Social Chairman: Steven

Brown, Convention/Special Events Chairman: Ralph M. Caulk. The Constitution and Bylaws were presented and duly adopted. There was a unanimous vote to exclude commercial exhibits from the meeting of the Society. An additional twenty-three applications were accepted for membership.



Golf was the main order of the day with low gross, low net and team competitions for both men and women. There was no formal scientific session, but rather the members gathered after dinner to discuss radiology related subjects.

At the conclusion of the meeting, attendees were unanimous in their enthusiasm for the Society and its ability to fulfill its purpose as stated in the Articles of Incorporation: "To establish an organization of physician-radiologists for the purpose of improving radiologic service to the sick by means of joint conference and discussion." The second annual meeting of the Society was scheduled at the Mid Pines Club April 26-30, 1959.

The Scientific Program

Initially the scientific component of the meeting consisted of presentations in the evening following dinner. However, Bob Berkebile, a founding member, records that during one of the early annual meetings, second or third, a stranger unknown to both members and Mid Pines personnel was noted to be hanging around the hotel lobby especially during the informal scientific session. Everyone felt this was probably an "IRS MAN" checking things out. The decision was made to formalize the scientific program at future meetings. The scientific papers would be presented in a structured morning program, and the members golf would be scheduled in the afternoon. The ladies' golf was moved to morning tee times leaving ample time in the afternoon for an equally important activity, shopping! Future programs would also be accredited by accreditation organizations to eliminate any conflicts with CME and IRS regulations.

EASTERN RADIOLOGICAL SOCIETY		
WEDNESDAY, APRIL 12	9:45	International Procedures in Patients with Coronitis and Pulver Hypertension Stewart R. Rieder, M.D., J.D.
10:00	REGISTRATION	
10:30	POOLSIDE COCKTAIL RECEPTION	
THURSDAY, APRIL 13	10:15	COFFEE BREAK
	10:40	E.R. Radiology Gordon N. Anderson, M.D.
	11:00	SPECIAL LECTURE Medical Technology and The Cost of Health Care Bruce J. Hirsch, M.D.
	11:40	QUESTIONS AND ANSWERS
	12:00	PANEL DISCUSSION
	12:30	ADJOURN
		THURSDAY, APRIL 13
		SPECIAL IMAGING Moderator: Bruce F. Shoenly, II, M.D.
	8:00	Mammography Accreditation Program: An Update Terrie L. Meyer, M.D.
	8:15	Temporomandibular Imaging: Update Gordon N. Anderson, M.D.
	9:00	MRA of Extracranial Carotid Artery Disease: Comparison to Duplex Doppler Harshil J. Gadhani, M.D.
	9:30	Electron Beam CT Scanning Patrick F. Shoenly, II, M.D.
	10:00	COFFEE BREAK
	10:30	Coronary Artery Calcification: Diagnosis Patrick F. Shoenly, II, M.D.
	11:00	Stereotactic Large Core Needle Biopsy of the Breast John C. Farris, M.D.
	11:30	Enhanced Diagnosis of Fine Needle Aspirations for Breast Cancer with Laser Flow Cytometry Joseph E. Fitz, Ph.D.
	11:40	Review of the Proceedings of the First World Scientific Congress of Golf Thomas F. Mooney, M.D.
	12:00	DISCUSSION - QUESTIONS AND ANSWERS
	12:30	ADJOURN
FRIDAY, APRIL 14		
		FRIDAY, APRIL 14
		SOCI-ECONOMIC ISSUES Moderator: Anne M. Lantry, J.D., M.D.
	8:00 am	Practice Times: Radiologists and Health Care Reform Rick J. Wilson, M.D.
	9:30	The Canadian Health Care System: International Comparisons Carl J. Zink, M.D.
	9:00	The American Health Care System James M. Moorhead, M.D.
	9:15	Maximizing CPT Billing Anne M. Lantry, J.D., M.D.
	9:30	PANEL DISCUSSION Moderator: Dr. Lantry Drs. Wilson, Moorhead and Zink
	10:00	COFFEE BREAK
	10:30	COLLEGE BOUL Moderators: John R. Anthony, M.D. & Paul Cogg, M.D. Panel: Golf with networking and providing ideas. Audience questions and presentations.
	12:00	ADJOURN



The majority of the presenters on the program, by tradition, are members of the society from both academic and private practice backgrounds. Upon joining ERS, new members are encouraged to participate in order to keep this custom alive. From the beginning, however, guest lecturers have been invited to broaden the scope of the session.

In order to support a primary objective of the Society, improving the practice of Radiology, a segment of the program always features presentations on the political, business and academic aspects of the specialty. These lectures are generally presented by members who are active participants in the American College of Radiology and the American Board of Radiology. Over the years, ERS has had the good fortune to claim as members a significant number of academic and political "Giants in Radiology" including twenty recipients of the ACR Gold Medal and numerous ACR Board of Chancellors Chairmen and Presidents as well as ABR Presidents and Board Members. One of the greatest benefits of ERS membership in addition to the quality scientific programs and, of course, great golf is the opportunity to personally interact at a single event each year with individuals from all aspects of Radiology; academic, private practice, political and economic.

The Venues

The Mid Pines Club served as the early home of ERS hosting eight of the first ten annual meetings. The 1964 and 1965 meetings were held at The Homestead in Hot Springs, Virginia. In 1968, the Society began rotating additional meeting sites with Mid Pines including a number of overseas locations. By the late 1980's, the membership was approaching 250, and Mid Pines did not have the capacity to house all of the meeting attendees on site. Consequently, the decision was made to limit the number of future meetings at Mid Pines and to further expand the list of alternative locations.

From the beginning the golf experience has been the main criteria for the selection of meeting sites. Over the years, the Society has visited many highly regarded golf venues both in the United States and overseas. The list includes the Mauna Kea and Kapalua resorts in Hawaii, Pebble Beach and Silverado resorts on the west coast; La Quinta and Tucson National resorts in the desert; Pinehurst Hotel, Sea Pines Plantation (Hilton Head), Kiawah Island and The Cloister (Sea Island) on the east coast, and notable British Isles courses such as St. Andrews and Carnoustie in Scotland and Ballybunion and Royal County Down in Ireland.

George Belhobek and Larry Thorley



ERS MEETING SITES

ALABAMA

**The Grand Hotel
(Point Clear)**

ARIZONA

**Tucson National-2
The Wigwam-2**

CALIFORNIA

**La Quinta Resort-2
Lodge at Pebble Beach
Silverado Resort and Spa -2**

COLORADO

**Ritz Carlton Bachelor Gulch
(Beaver Creek)**

FLORIDA

**Villas of Grand Cypress
Mission Inn Resort and Club
Ocean Reef Club
Palm Coast
Ponte Vedra Inn and Club
Saddlebrook Resort**

GEORGIA

The Cloister at Sea Island-2

HAWAII-3

MICHIGAN

**The Lodge at Cedar River
(Shanty Creek)**

N. CAROLINA

**Mid Pines Club-20
Pinehurst Hotel**

S. CAROLINA

**Hilton Head-2
(Palmetto Dunes Resort)
(Sea Pines Plantation)
Kiawah Island Inn
Wild Dunes Resort**

TEXAS

La Cantera Resort

VIRGINIA

**Kingsmill Resort
The Homestead-2**

OVERSEAS

**Bermuda-2, British Isles-3,
Portugal,
Spain/Morocco-2**

The Traditions

The founders of ERS initiated many traditions which would distinguish this organization from other Radiology societies. A strong scientific program is complimented by golf and programmed social events. Bob Berkebile notes in his synopsis of the beginnings of the Society, "all of the original members of ERS were veterans of World War II, and all were ready for a carousing good time both on and off the golf course." This attitude remains with the organization today.



Marian and Bob Berkebile

The official crest of the Society was designed by Berkebile in the late 1960's or early 1970's. He created a triangular badge with a red and blue background that contains images of an x-ray tube, crossed golf clubs and several North Carolina pine trees. The crest is issued to each member upon joining the Society and is generally

worn during opening and closing social functions. A crest two-thirds the size of the member's badge is issued to the member's spouse. Members who have served as president of the Society are presented with the past president's crest, a badge with a small crown projected from its top border. Traditionally, this crest is presented by the incoming president at the conclusion of the final banquet.



The evening social events are always a highlight of each meeting. The banquet on the final evening was a black tie affair for many years. However, in recent years the dress code has become more relaxed to accommodate today's more casual dress styles.

For many years, Dick Gale, a West Virginian, was the unofficial toastmaster of ERS. He was a master story teller and for the first ten minutes or so of the final banquet, he would regale the members with stories in his West Virginia drawl. In his initial performance, however,

several of his comments were a shade off color. This met with disapproval from Marian Berkebile, and from then on his program would be preapproved by her!



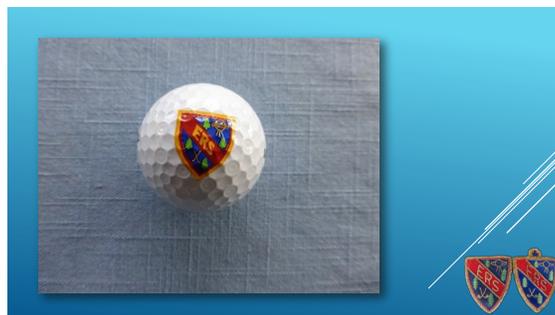
Dick Gale

Recognition of golf event winners has always been an important part of the final banquet. Individual low gross and low net prizes were awarded to both men and women for each day's play. Initially the trophies were silver mint julep cups inscribed with the ERS logo and the location and date of the meeting. Eventually the cost of these cups became prohibitive for the Golf Chairman's prize budget so in 1978, the cups were replaced with pewter beer steins. Beginning in 2010, inscribed glass trophies were awarded and in 2016 the glass was replaced by copper Moscow Mule mugs.

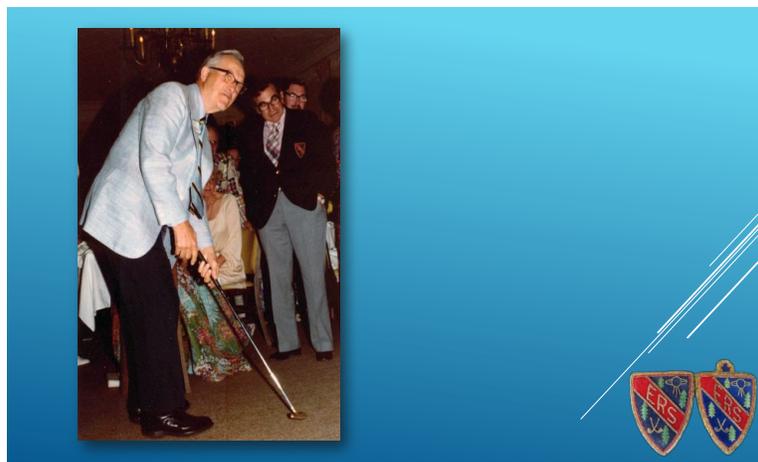


For many years, the rule was one low gross or low net trophy per family per year with the ladies' award taking precedence over the men's. This resulted in some members, whose spouses were proficient at golf, not being recognized as trophy winners and only receiving an alternative prize, two sleeves of ERS logo golf balls, for their efforts each year! This tradition was eventually modified to allow the earliest winner in the week to receive the trophy and later was changed to allow both the member and spouse to receive a trophy, but only one each per meeting.

Sleeves of ERS logo golf balls have been the traditional prizes for team events. However, over the years several golf chairman have awarded other items.



In the early years of the Society, there were no duplicate prizes awarded or matching of score cards procedures used to settle tie scores. Instead, the tied individuals or teams were asked to come forward at the final banquet and "putt off" in front of everyone in attendance. A drink or wine glass would serve as a target and the right handed were required to putt left handed and the left handed were required to putt right handed. These competitions added to the evening's entertainment and were enjoyed by all.



Bob Yoder

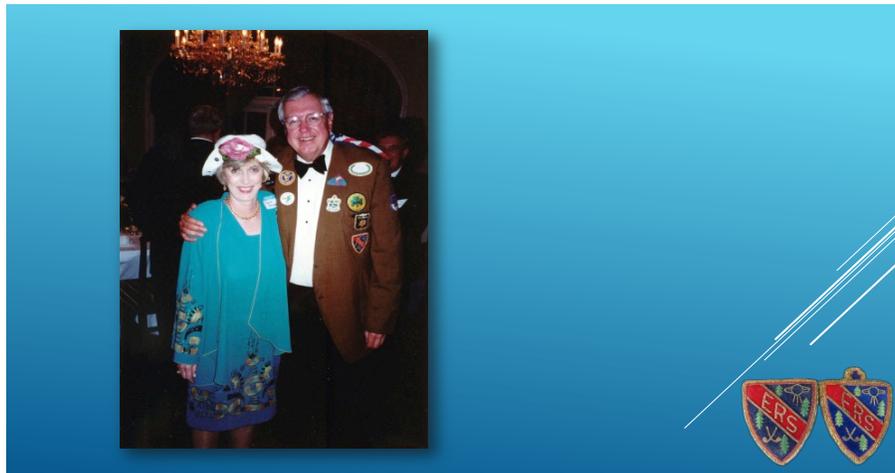
While golf has always been the primary athletic endeavor of the Society, a number of members through the years have also enjoyed tennis. For many years casual "mixed tennis" matches were held following dinner. The non-tennis players gathered around as spectators. These events became quite popular and were looked forward to each year. For a brief time, tennis competitions with

prizes were added to the daytime sporting activities. However, interest in the competitive tennis diminished, and the sport was returned to a recreational status.

The Brown Coat tradition was initiated in 1984 by then Golf Chairman, Larry Thorley. Larry had in his possession a "one size fits all" brown blazer (size 54 XXL) that had been passed on to him by a friend. Having no use for this garment himself, he thought it would be fitting to award the jacket each year to a member who has had a unique golf experience at the meeting or who demonstrates the spirit of ERS golf. The initial recipient was Bob Yoder, a long hitting, low handicap golfer, who after hitting a prodigious drive on the 18th hole at Mid Pines proceeded to add his name to the long drive list he found in the fairway: the ladies' long drive list! For his efforts, he received a pair of ladies' panties at the final banquet and was awarded the Brown Coat for his error. The jacket is currently covered with patches representing each venue the ERS has visited since 1984, and inside is sewn a list of all previous recipients.

In 1992, the ladies' golf section began the Flowered Hat tradition: an award with similar criteria to that of the men's Brown Coat. The first Flowered Hat award was presented to Polly Spencer, the colorful spouse of a long time ERS member, Mil Spencer. Polly consistently wore floppy flowered hats while playing golf. In honor of her

commitment to these, lady golfers wore similar hats to the final banquet where they presented Polly with a new Flowered Hat that would be passed on as the award. The hat has patches from each of the ERS venues since 1992.



Jeanie Belhobek and Larry Thorley

In 2001, Rae Booker and Mary Anderson, non-golfers, initiated the Shopping Bag award. This consists of a large canvas "trophy" shopping bag which is presented annually to the lady who helps the local economy most with her shopping prowess during the meeting. Barb Mishkin was the first recipient.





Fifty Years of ERS

In 2008, ERS returned to its roots, the Mid Pines Club (now called Mid Pines Inn and Golf Club) to celebrate its 50th Anniversary. Mid Pines golf course had undergone a major renovation and was improved over previous years. Also, in the interim, Mid Pines and the neighboring Pine Needles Lodge and Golf Club had become sister resorts under common management, a move which would eliminate the previous accommodation issues. An added bonus was the availability of the highly rated Donald Ross designed Pine Needles golf course for some of the ERS golf

competitions. The seventy-four members attending this meeting were each presented with 50th Anniversary commemorative bag tags and golf caps. The prizes awarded to winners of the golf competitions, silver cups and bottles of wine, were inscribed with 50th Anniversary logos to reflect this milestone of the Society. It was a memorable event.



John Osmond and the founding members of ERS could not have dreamed at its inception in 1958, that the Society would become the vital organization it is today with a history of over fifty years. The sense of loyalty that each member develops for the Society is a key component to its success. Members make a determined effort to attend each meeting in order to partake of the excellent scientific program, to renew long term friendships, to enjoy the social events and Society traditions and to share in a common passion, GOLF. These core components of the ERS make this organization unique. They are the strengths of the Society today and will be for years to come.

