The AAWC is pleased to present an extended news and information section for this year’s AAWC focus issue of OWM. We hope the information to follow entices you to join our organization. If you are currently a member, we urge you to share this issue with colleagues and encourage them to join. Our membership numbers more than 2,300 wound care professionals and others dedicated to the advancement of wound care.

Acronyms: Defining AAWC and SAWC — What is the Difference? The AAWC (the Association for the Advancement of Wound Care) is a not-for-profit organization. Membership in the AAWC provides many benefits throughout the year, including subscriptions to OWM and WOUNDS, discounts to conferences, and more. The SAWC (the Symposium on Advanced Wound Care) is the premier multidisciplinary wound care conference. It is held in the spring and the fall. SAWC Spring and SAWC Fall are the official meeting sites of AAWC members. The discount on conference registration can cover your annual membership dues; attending both can save you hundreds of dollars.

AAWC members and SAWC attendees, including exhibitors and sponsors, should understand that the AAWC does not own SAWC (or vice versa). The AAWC is sustained by its number one financial resource: modest, tax-deductible membership dues.

AAWC dues are used to further its mission and goals. The AAWC provides a state-of-the-art website, offers education, creates and sustains helpful programs (such as a speakers bureau, career center, and scholarship and fellowship programs), develops useful products (such as educational brochures, a wound care glossary, guidelines, and wound image CDs), and provides numerous opportunities for leadership and volunteerism. The AAWC also employs a knowledgeable and reliable staff to keep AAWC’s affairs running efficiently and cost-effectively.

AAWC Scholarship Program. The AAWC Scholarship Program offers opportunities for AAWC members to obtain financial support for worthy educational and travel endeavors that reflect the organization’s mission. Applications are accepted annually from May 1 through August 31, and winners are selected by October 15. Guidelines and application forms are available at www.aawconline.org/scholarships.

AAWC Shire Fellowship Grant in Wound Healing and Research. Thanks to an unrestricted grant from Shire, the AAWC can provide two fellowship support grants for the 2014–2015 academic year. Applications are being accepted through January 2014. In the first quarter of 2014, after conducting a thorough review of all applications, the AAWC Fellowship Grant Review Committee will be awarding two $50,000 support grants. The grants will provide support for two physician fellows (MD, DO, DPM) who will study wound management and conduct research in academic, clinical, and/or research settings dedicated to the multidisciplinary approach to wound care. Please review the full guidelines and application online at www.aawconline.org.

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Financial Aid for AAWC Global Volunteers. AAWC Global Volunteers bring the basic science of wound care to developing countries and North America. In December 2006, the AAWC formed its first strategic partnership with Health Volunteers Overseas (HVO) to offer volunteers opportunities to teach wound management around the globe. Current sites include HVO Wound and Lymphedema Management Programs in Peru, Cambodia, India, and Haiti. Additionally, funding is available from the AAWC to support volunteer travel to these locations. Please visit www.hvousa.org to inquire about funding designated for AAWC Members who plan to travel to HVO program sites.

The US Volunteers Program was started last year in response to members recognizing wound care needs not only abroad, but also here “at home.” Using our overseas approach as a model, the goal of US Volunteers is to send qualified personnel to areas of the US determined to be high-risk locations for patients with nonhealing wounds. The mission of the volunteer will be to train local healthcare personnel (in train-the-trainer fashion) who then can provide enhanced wound care, and in time, assume the role of training others.

Few volunteer organizations exist to support medical needs in the US, and we are proud to be among them. The AAWC is dedicated to working with multiple, like-minded organizations across the country in this effort. Our initial focus has centered on the Indian Health Service (IHS). We continue to work on logistics through meetings and needs analysis with the IHS. The AAWC has sent representatives to the first and second annual Native American Wound Care and Diabetes Conference to promote wound care education and membership to those in Indian Country. To learn more, contact info@aawconline.org.

New VA and Military Membership Category. In February 2013, the AAWC created a new category for VA and military healthcare workers. These members receive a 50% discount on regular clinician/healthcare professional pricing. Healthcare workers under the umbrella of the US Department of Veteran’s Affairs, persons on active duty (ie, full-time duty in the active military service of the US Army, Navy, Air Force, Marines), members of the Reserve Components serving on active duty or full-time training duty, and for the purpose of membership, the National Guard, full-time uniformed officers of the US Public Health Service (Commissioned Corps), and US military civilian healthcare workers are eligible. If you qualify, be sure to note your military experience when you join/renew.

This article was not subject to the Ostomy Wound Management peer-review process.
AAWC Guidelines Task Force. The AAWC Guidelines Task Force develops “Guidelines of Guidelines” to support quality wound care — ie, the task force summarizes and content-validates recommendations from major relevant guidelines for venous ulcers (VU) and pressure ulcers (PU). Our unique, multidisciplinary, content-validated guidelines and the implementation tools, as well as the patient brochures derived from them, document recognized evidence-based care that has improved outcomes. These publications are used by clinicians and educators teaching wound care.

The most recent updates to the guidelines include the AAWC VU and PU Guideline Checklists and Training Presentations. The checklists provide one-page summaries of evidence-based steps for assessing, preventing, and healing wounds. The Training Presentations simplify and standardize staff training on the evidence-based principles in the AAWC VU and PU Guidelines. The AAWC guidelines are available at www.aawconline.org/professional-resources/resources/ as well as on the National Guideline Clearinghouse at www.guideline.gov/browse/by-organization.aspx?orgid=1736. New guidelines are under development for the diabetic foot and wound infection.

The interdisciplinary AAWC Guideline Task Force has provided unique, content-validated guidelines summarizing all recommendations of related VU or PU Guidelines – plus evidence supporting each recommendation – so you can determine its relevance for your clients.

Government and Regulatory Issues. The AAWC’s Regulatory Committee alerts the membership to any changes to coverage, coding, and payment matters that impact their practice. In addition, the committee keeps up with legislative and policy changes at the Food and Drug Administration and the Center for Medicare and Medicaid Services (CMS), which issues Proposed Rules each year for each of the Prospective Payment Systems. The committee also identifies any technical reviews conducted by the Agency for Healthcare Research and Quality, which may require input to clarify or correct assumption or data used to complete those reviews.

Reviews of wound care-related local coverage determinations that the Medicare Administrative Contractors issue or any national coverage decisions that Medicare issues are important to members. These reviews provide AAWC members prospective about the feedback we provide on concerns in the policy coverage that may not be appropriate or beneficial for the patients we serve.

In addition, this committee works with the Alliance of Wound Care Stakeholders to present a unified voice to the CMS, other payers, and legislators on proposed regulations, coverage policies, and payment changes impacting our members and their patients.

Quality Measures Committee. The AAWC, in conjunction with the Alliance of Wound Care Stakeholders, is working on a roadmap for testing and endorsement of two wound care quality measures (VU compression and diabetic foot ulcer offloading). These two measures will be developed into a format suitable for either registry submission or submission directly from any certified electronic health record. The results of measure testing will be submitted to the National Quality Forum for endorsement. We are currently seeking funding to support the measure development and testing process.

Wounds In Need (WIN). The AAWC’s patient/caregiver and advocacy group has grown in the past year to more than 180 patient/caregiver members and layperson advocates. The AAWC offers complimentary lifetime memberships to support laypersons who have or are caring for someone with a chronic, nonhealing wound.

The AAWC WIN Task Force works to meet the special needs of the patient. Based on feedback from members, the AAWC is moving forward with a poster that not only will spread awareness of WIN, but also will highlight ways for patients and caregivers to make the most of their healthcare appointment so follow-through on instructions will continue at home. Once the poster is available in print, it will be sent to AAWC Clinic/Healthcare Facility members and promoted; individual members, clinics, corporations, and others may request a poster free of charge (for a limited time) via our website. Watch for ordering instructions and/or contact kstrauss@aawconline.org for more information.

Public Awareness Task Force. The AAWC Public Awareness Task Force worked with Healthpoint Biotherapeutics (now part of Smith & Nephew) and the Patient Education Institute to create the recently released, online educational module based on the AAWC Educational Brochure The Skin You’re In! This interactive educational program is filled with valuable information to help patients, caregivers, and others take lifelong proper care of the largest organ of their body. The link to the module is available through the AAWC website, www.aawconline.org, under “Patient/Caregiver Resources” and can be accessed free of charge.

AAWC Career Center.

Job Seekers. The AAWC Career Center is free to all job seekers and provides access to the best employers and jobs in the wound care industry. You can post your CV, search for jobs, and save your search to receive emails as new jobs are added. Many additional resources are available, including free career tips on writing resumes and cover letters, interviewing skills, networking, and negotiating. The Career Center also provides timely information on annual performance reviews, promotions, and balancing work and life.

Employers. With 2,300 members and thousands of other specialized site visitors, AAWC’s Career Center offers the most highly targeted advertising for your wound care-related job openings. AAWC members save 50% or more on job postings — a minimum of $100 in savings. Our rates are lower than you will find elsewhere, because our motivation is not to make a profit. We want to maintain the service while helping you find the candidates you need to fill your open positions.

AAWC Speakers Bureau. The AAWC Speakers Bureau program promotes a speaker’s availability for discussions and presentations on the subject of quality wound prevention and care. If you are accepted, your professional information will be listed on the AAWC Speakers Bureau page. To apply, visit
www.aawconline.org/speakers-bureau-program.

If you lack confidence in your speaking skills, attend any SAWC Spring or SAWC Fall meeting and sign up for AAWC Speaker Training. This session demonstrates how to organize an effective PowerPoint presentation and provides direction and tips about facing an audience and delivering your message.

If you need a speaker, there is no cost to search our directory, and you do not need to be a member of AAWC to use this service. Please visit the AAWC website at www.aawconline.org/wound-care-speakers-available to view the available speakers and details regarding how to get connected to the expert of your choice. Once connected, all arrangements are made between the client and speaker. Persons involved with the Speakers Bureau program are AAWC members in good standing who have been carefully selected based on experience and knowledge of their subject area.

AAWC Educational Wound Image CD 5. The AAWC Educational Image Series (CDs 1 – 5) is designed to assist healthcare providers and educators teach and learn about wound and skin care. The CDs are available individually, so you can buy one or all, based on your needs. Each CD contains four sets of images based on four distinct topics. The images are jpeg files, with no identifiable information or captions, which can be easily used for PowerPoint presentations and tailored to your needs. Forty-eight (48) quality images are included on the new AAWC CD. Several hundred pictures are available from all five CDs.

CD 5 includes slides related to Patients with Diabetic Wounds, Patients with Abdominal and Atypical Wounds, Patients with Extremity Ulcers, and Methods of Debridement. Where possible, images have been assigned healing status according to the Outcome and Assessment Information Set (OASIS)-C guidelines. OASIS-C is a modification to the OASIS that Home Health Agencies must collect in order to participate in the Medicare program. OASIS guidelines typically are for the most problematic wounds, such as PUs, surgical wounds, and venous stasis ulcers. Healing status is not required on arterial ulcers, diabetic ulcers, dermatitis, and similar wounds.

This CD (and all of our CDs) can be ordered online. Please visit the AAWC Store on our website. Members, be sure to select the “Member Discount Store” at the top of the page when you arrive at the public store to receive a 50% discount.

AAWC in the News. The AAWC continues to foster a presence in the media. We believe chronic wounds are the greatest unrecognized healthcare problem in the US and other countries. We are working with reporters, offering experts and resources for their stories. Recent publications include a story featuring our pressure ulcer guidelines, (http://tinyurl.com/lbv92dh), an interview about assisted-living facilities and wounds (http://tinyurl.com/mexpva2), and an article highlighting our new military membership category (http://tinyurl.com/kjcsohg).

Soon to be included among our dynamic resources is a fact sheet to inform readers about the impact of wounds, including the prevalence, morbidity and mortality, and cost to care associated with wounds. This resource will be updated regularly and available on our website.

To support media outreach efforts, we also are building a spokesperson program. We will be selecting geographically dispersed members from different disciplines. Members, please watch for more information about how you can apply to be a spokesperson.

Call for Nominations for the 2014 AAWC Board of Directors. The AAWC Call for Nominations to the AAWC Board of Directors is taking place through November 21, 2013. All active members received an official email on September 26, 2013 with complete information on how to nominate a qualified candidate (which includes self-nomination). If you have questions or need more information, please contact Laurie Hiltebeitel at lhiltebeitel@hmpcommunications.com.

AAWC Board member responsibilities require a great deal of time and effort. Please keep the following in mind:

• Board members take leadership roles as officers, committee chairs, and/or liaisons to other organizations.
• Board members actively assist in developing and maintaining relationships with collaborating organizations, corporations, and other entities or agencies.
• In general, each board member works to get the job done.

All board nominees must be AAWC members in good standing for at least 1 year before taking office (or since April 25, 2013). Those elected are expected to attend their first board meeting, held in conjunction with SAWC Spring, April 24–27, 2014. The board meeting, typically held the day before the conference begins, will be held April 24, 2014. Those elected will receive 6 weeks’ notice in order to make plans to attend. Board members officially take office at the AAWC Annual Membership Meeting held during SAWC Spring on April 25, 2014.

If you know an AAWC member who is interested in serving on the board, please ask his/her permission first and then nominate him/her. If you are interested in serving the AAWC, please feel free to nominate yourself.

Seven seats are open for the AAWC board for the 2014-2015 term.

Executive Committee:
President-elect
Treasurer
Board Members:
Nurse
Member-At-Large
Physical Therapist
International
Consumer

After November 21, the AAWC Nominating Committee will review all nominations received, conduct interviews, and develop a slate of board candidates. In January, members will receive official email notification regarding the slate of candidates and instructions for online voting. Elections will take place through late February and candidates will be notified.
about the status of their election by early March.

**Want to Volunteer for AAWC?** There are many ways to become involved, and many of our task forces do not require lengthy terms of service or extensive hours. Of course, if you have more time, we invite you to apply to committees that meet more often and exist until long-term projects finish.

It’s easy to volunteer! Join the AAWC (if you are not already a member) and then go to www.aawconline.org/volunteer to read about our volunteer opportunities, download a roster of our committees and task forces (including the members who serve on them), and submit your request to become involved. If you don’t see what you’re looking for, keep checking back or make a suggestion. The AAWC is finalizing its new 3- to 5-year strategic plan and many new opportunities are on the horizon.

**More from the AAWC**

**AAWC Wound Care Glossary.** The AAWC Wound Care Glossary is available on our website for public use in the professional resources section. The evidenced-based, validated glossary provides more than 300 wound care terms with definitions.

**AAWC Wound Research Poster Tools and Critiques.** Also found in the Professional Resource Center of AAWC’s website, educational poster tools will help you write an effective, methodologically rigorous poster for dissemination of your findings. Included are:

- Wound Research Posters Template — provides a model of a quality research poster. Download the template to create your own wound research poster
- Wound Research Posters Critique Form — the document, used by the AAWC Research Committee and Board of Directors to critique posters, provides the expectations for a quality poster
- Conducting Implementation Studies — offers information on how to conduct implementation studies
- Conducting Quasi-experimental Design Studies — presents wound research methodology conducted using quasi-experimental designs
- Conducting Pre-experimental Studies Part 1 and Part 2 — explains methodology of wound research conducted using pre-experimental designs

Additionally, the AAWC Research Committee reviews and critiques a select number of wound research posters accepted for presentation at the SAWC conferences. Each poster reviewed by the AAWC is recognized with a certificate of participation, and the primary author (or presenting author) is provided the written critique. Posters for review are selected by the AAWC Research Committee based on requests to participate included by the author with poster submission. A small number of wound research posters reviewed by the AAWC Research Committee are selected for the AAWC Research Poster Grand Rounds session during the SAWC conferences. This is an exciting opportunity to increase the level of rigor and the strength of our work in wound care. Inquire about this the next time you submit a poster to SAWC Spring or SAWC Fall.

**The Virtual Wound™.** Everyone who visits the AAWC website’s Professional Resource Center can try the Virtual Wound™ module Basic Wound Assessment. AAWC members have access to five additional wound care training modules in the Members Only pages. These include: Diabetic Foot Ulcers, Chronic Venous Insufficiency, Skin Assessment, Pressure Ulcer, and Peripheral Arterial Disease.

**AAWC Wound Care Clinic and Facility Directory.** The AAWC provides a yearly Wound Care Clinic Directory in PDF format to our members. It is sent via email when each new edition is ready, and it is located in the Member’s Only area of the AAWC website. The directory provides information on stand-alone clinics or centers, private office facilities, hospitals, and home healthcare organizations. It includes valuable contact information. Currently, the directory has more than 900 listings of wound healthcare providers. The Association offers this directory for purchase in the AAWC Online Store in a PDF or Excel version. Before you purchase, remember: The PDF version is a regular benefit of AAWC membership and is offered for free for you to print. Members also receive a discount on the Excel file, and this discount more than covers the cost of dues.

**AAWC 2013 Corporate Sponsors and Open Enrollment for the 2014 Sponsorship Program.** Corporate support is paramount to sustaining the Association’s programs and activities. This year’s AAWC Corporate Sponsors (Bronze, Silver, and Gold level) include 3M Skin and Wound Care, KCI Medical, Smith & Nephew, Shire, Healthpoint Biotherapeutics, and Mölnlycke Health Care US LLC.

Corporate sponsors and the AAWC Board of Directors make up the AAWC Corporate Advisory Panel (CAP). The CAP fosters close interaction with AAWC officers as well as other key wound care industry leaders who meet to collaborate on mutual concerns and issues including education, public awareness, and government/regulatory affairs. As stakeholders with the common purpose of helping patients, the panel also focuses on elevating standards of wound care practice in developing areas worldwide. Currently, this group is collectively working on developing an educational project that will help the generalist practitioner learn the basics of wound care, and most importantly, recognize when to refer a patient to a wound care specialist.

The AAWC reciprocates with free seminars for industry representatives and offers unbiased information and support, when appropriate, on matters of government and regulatory affairs. Corporate support is the AAWC’s second highest revenue source (second to membership dues). Industry support is extremely important, and every dollar goes a long way to sustain valuable programs and services for the wound care community.

The Association’s 2014 sponsorship campaign is underway. Please contact the AAWC at kstrauss@aawconline.org or call 800-237-7285, extension 113 for more information on how your company can become a sponsor. Many sponsor-
AAWC UPDATE

Ship benefits apply, along with the benefit of belonging to this prestigious group of corporate representatives and AAWC leaders. To clarify: the AAWC is a completely different entity from SAWC (the conference) and its owners. We do not receive money from fees your company may pay for space in the exhibit hall, sponsorships (such as conference bags, lanyards, coffee breaks), or industry-sponsored symposia.

Get to know us and the benefits of partnership. Benefits are enjoyed all year and various levels of participation are available. AAWC sponsorship involves more than a few days in the exhibit hall — your company is promoted all year long, while making a meaningful difference to the 2,300+ AAWC members and the wound care marketplace as a whole via your support and input into valuable educational projects.

**AAWC and OWM are Calling for Manuscripts by AAWC Members.** AAWC members are invited to pursue new or additional experience with the peer-review process and to secure a chance to be published in an indexed journal. The AAWC focus issue each November highlights AAWC and its members, and as such, we want it to be 100% AAWC member-driven. The AAWC is soliciting for manuscripts for the 2014 AAWC Focus Issue of OWM which is scheduled for publication in November 2014.

Please note a manuscript can take several months to develop, submit, and undergo review and revision. To have your manuscript considered for next year’s AAWC focus issue of OWM, you are encouraged to begin preparation early. The deadline for submission is June 1, 2014. View more details about submission at www.o-wm.com (Instructions for Authors) and/or contact the Editor at bzeiger@hmp-communications.com.

Please note: AAWC members can submit manuscripts to OWM on wound and/or ostomy topics at any time. Please acknowledge you are an AAWC Member in your cover letter so your manuscript can be designated an AAWC Special Feature when published.

**Join the AAWC Social Media Campaign.** Connect with us on one of our social media sites. Joining Facebook and LinkedIn is free and a great way to find AAWC members and others interested in wound care. Want to network? Post something. “Like” something. We built the pages for you.

Using social media is one way to stay in constant touch and on the pulse of the latest news. Enjoy AAWC news alerts at a glance, while you catch up with friends and family. Come see photos of recent and historical events, membership highlights, reminders, alerts and announcements. Also, watch for some fun giveaways and contests.

**Join or Renew Before December 31, 2013 for a Discount on Clinician Dues.** If you are not currently a member of the AAWC, or if you’d like to renew early, this is a reminder that clinician dues are currently discounted more than 20% (only $115.00 for a full year). Financial benefits can equal savings of hundreds of dollars per year in addition to the wealth of professional resources and leadership opportunities available. Dues are tax-deductible. To see the full list of benefits see page 49, and to join, see page 55 for a membership application. You also may view this information and join online at www.aawconline.org.

**AAWC is the leader in interprofessional wound healing and tissue preservation.**

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**Statement of Ownership, Management, and Circulation (Request for Public Inspection Only)**

1. Publication Title: OWM (Nov/Oct)

   2. Issue Frequency: 6 issues annually

   3. Issue Dates: Nov/Oct

   4. Pages: 128

   5. Annual Subscription Price: $90.00

   6. Annual Non-subscriber Price: $90.00


   8. Full Name and Complete Mailing Address: Weiss Business Media, 821 Market St., 39th Fl., Philadelphia, PA 19107

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**Ostomy Wound Management**

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**AAWC UPDATE**

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