

PT association honors Branch

Dr. Eleanor F. Branch, director of graduate studies in the Department of Physical Therapy, has received the North Carolina Physical Therapy Association's highest honor.

BICP class on tour

Scotland High School's Biomedical Interdisciplinary Curriculum Project class is touring the medical center today.

The Laurinburg school is one of four participating in this educational program which was begun this fall by Duke, the Fayetteville Area Health Education Foundation and the N.C. Department of Public Instruction (see *Intercom*, 9/9/77).

The association presented the Olive V. Wortman Award to Branch at its fall meeting, held recently in Atlantic Beach. Recipients of the award are chosen for their efforts toward improving physical therapy through activities on the local, state and national levels.

Such personal qualities as warmth, enthusiasm, dedication and industry are important considerations in the selection process, according to Annette S. Boutwell, executive secretary of the organization.

Branch served as president of the North Carolina Physical Therapy Association from 1963-65 and has held several posts in the American Physical Therapy Association.

An honors graduate of Middlebury College in 1948, she joined the Duke faculty as an instructor in 1953. She earned both an M.A. degree in physiology and a Ph.D. in pathology at Duke.



DR. ELEANOR F. BRANCH, award-winning physical therapist

Professional news



Dr. Norman F. Ross, associate professor of dentistry in the Department of Surgery, is the new president of the Dental Foundation of North Carolina, Inc.

He had served as president-elect for the past year and became president last week during the annual meeting of the organization's board of trustees in Chapel Hill.

Dr. Montague Brown, professor of health administration, presented a discussion of "Consumer Choice Health Plan: Impact on Rural America" at a National Conference on Possible Effects of the Payment Mechanism on the Health Care Delivery System.

The conference, sponsored by the National Center for Health Services Research, was held Nov. 7 at Skyland Lodge, Shenandoah National Park, Va.

Earlier in the fall, Brown spoke on "Challenges to Trustees," at a Health Governance Symposium at the University of Minnesota, Minneapolis, and "Changing in Delivery Systems," at the Maryland Medical Staff Conference in Williamsburg, Va.

Volunteers sought

A new, safe treatment for acne is being tested in the medical center, and volunteers are needed for the study.

Participants will receive \$25 at the completion of the study, which will begin after Jan. 1.

For further information, call 684-4167.

Dr. Kenneth D. Hall, professor of anesthesiology, has been elected director of district 27 (North and South Carolina) of the American Society of Anesthesiologists.

He began his three-year term in October.

Hall, who holds B.A. and M.D. degrees from Duke, was appointed to the faculty here in 1958. He was promoted to full professor in 1968.

Hall directs the Blood Gas Laboratory and cardiopulmonary anesthesia. He is the unit physician of the recovery room.

Dr. Jared Schwartz, associate in pathology, has resigned to take a position as staff pathologist at Presbyterian Hospital in Charlotte. He assumed his duties there Dec. 1.

Margret Rice, assistant director of the Medical Records Department, has been named secretary to Region VII of the North Carolina Medical Record Association. Augusta H. Kirkland, medical records librarian, was selected to serve as chairman of the organization's exhibit committee.

Dr. Joseph L. Wagner, director of the Division of Laboratory Animal Resources, attended a conference on Animal Care Facility Management sponsored by the Yale University School of Medicine, Dec. 12-14.

Wagner was one of 30 directors of animal facilities selected to attend the conference, which was designed to examine current management practices within the field of

laboratory animal science and comparative management.

The meeting was held at Seven Spring Center, Mt. Kisco, N.Y.



DR. ROSSE

Dr. Wendell F. Rosse, professor and chief of the Division of Hematology-Oncology, spoke on "The Immune Destruction of Red Cells" in the sixth Austin Weisberger Lecture of the Case Western Reserve University School of Medicine, Cleveland, Ohio, Nov. 10.

'Twas a speech filled with sound and fury

By Joe Sigler

When the speaker got up at 8 o'clock last Thursday evening and suggested that his after-dinner talk would take an hour and a half, a lot of people in the audience smiled and a couple even snickered.

But Dr. Robert W. Carney was even truer to his word than that. It was 9:40 when his speech to the Duke Management Club ended.

And in that hour and 40 minutes, he proceeded to take apart, ridicule, dispute, counter and negate a little of everything from personnel departments to Sigmund Freud to Dr. Benjamin Spock.

"The inventor of personnel administration was the manufacturer of filing cabinets."

"Personnel does perform a very important function, and as soon as I find out what it is, I'll let you know."

"Everything he (Freud) ever wrote was written on the 10 years' introspection of his own psychotic self. Here's a sick mind writing about his own sick emotional body, telling the rest of us what human behavior is like."

"Sure he's (Spock) a pediatrician. That doesn't give him any insight into how your kid should behave at the breakfast table."

Carney was, however, very high on Robert Carney and

perhaps told his audience more than they wanted to know about growing up poor in Pennsylvania.

Carney, a professor of management at Georgia Tech, extended his talk in the Courtyard Dining Room to the last minute before having to leave to catch a plane at Raleigh-Durham Airport, and some in the audience may have regretted that the airport was not a longer travel distance from Duke.

Communications, or the lack of it, is one of the complaints often voiced about management today. But Carney suggested that "maybe we already communicate enough."

"You're supposed to listen more to your subordinates. You're supposed to give them more participation in decision making. You're supposed to delegate more to them."

"Did it ever occur to you that maybe a hell of a lot of you already delegate too much, listen too much, when you ought to have them working and ought to be working instead of listening?"

Later in his talk he returned to communications, saying that he had analyzed the fights he had had with his wife over the 29 years and 11 months of their marriage.

"You know what I discovered? We do not fight because we do not understand each other. We fight because we understand each other perfectly."

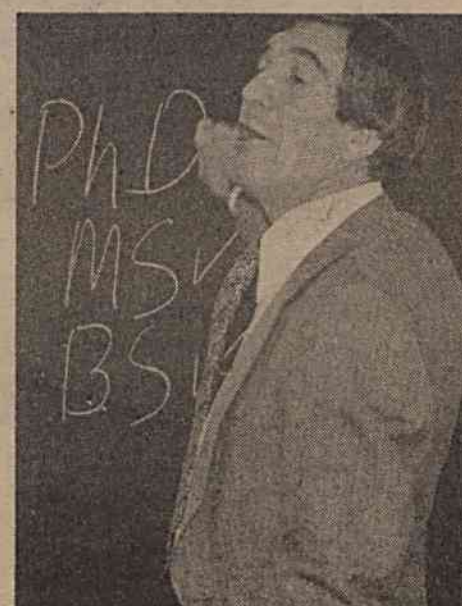
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MANAGEMENT CLUB members and guests heard Dr. Robert Carney, professor of management at Georgia Tech, speak...



...and speak...



...and speak...

(Photos by John Becton)

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