



AMERICAN ACADEMY OF OPHTHALMOLOGY

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TO: Shirley Hales
FROM: Patricia Aiken-O'Neill
RE: Jeffrey Davidson
DATE: November 7, 1989

Jeffrey Davidson conducted a seminar on "Advancing Your Career and Yourself" for WGR's Professional Development Committee on September 29, 1989.

Presented under the auspices of the Governmental Relations Institute, Mr. Davidson, author of "Blow Your Own Horn: How to Market Yourself and Your Career" and numerous other books and articles, identified ten steps to help advance one's career. He defined key measures to ensure success in areas including: image; networking; interpersonal skills; speaking; and promotion and visibility, among others. The audience participated in the seminar by identifying areas where each could create a product to advance their career. Mr. Davidson discussed with the audience ways to find a mentor, and how to concentrate on doing what benefits them most.

The audience was uniformly enthusiastic and positive about the seminar and several expressed the desire to see it presented again, perhaps at the Annual Meeting.

cc: Victoria Calvert
Ruth Ravitz