

# CONTRIBUTOR



News for the Nuclear Medicine Donor Community

## For “Givenness” Sake

At some point in time, you probably have received a mailing from the Education and Research Foundation for SNM that included a “gift envelope.” These envelopes serve as a convenient method for submitting your gift to the ERF and offer you a choice of funds to which you can contribute. In our last issue of the Contributor, we featured Hal Anger’s endowment and answered some questions relative to the Paul Cole Scholarship Fund. The ERF’s gift envelopes also offer the opportunity to support the Molecular Imaging “Bench to Bedside” Campaign, the Annual Fund and the Robert J. Lull, MD Memorial Fund. In this edition, we would like to introduce you to the memory of Dr. Robert Lull.

Born in the frosty Northeast, Bob Lull spent the majority of his adult life living in the Golden State, where he quickly earned a reputation as a trusted teacher, an admired colleague and a devoted practitioner. On May 19th, 2005, Bob’s life ended tragically at the hand of a mentally ill man with a history of criminal behavior. The bittersweet fact of the matter is that, as horrific as the act and loss are, those close to Bob Lull feel he died while doing what came naturally to

him – trying to help people.

As attention focused on a suspect, Lull’s son, Jonathan, summed up an overwhelming sentiment, “My dad was...trying to help. [He] felt he could do something for [the guy]. He was really big on trying to pull families together” (Van Derbeken, 2005). Every person contributing to this story echoes Jonathan’s assessment of his father. Jim Woolfenden, Professor Emeritus at the University of Arizona, remembers the pas-

sion that fueled his friend and associate’s commitment to those around him, “Bob was a strong advocate for nuclear medicine residents and worked hard to make them feel welcome in ACNP and SNM, not just to provide new members for the organizations, but rather out of a desire to help them advance personally and professionally in the field of nuclear medicine.”

Randy Hawkins, Professor of Radiology at UCSE, remembers, “[Lull] was highly regarded as both a teacher and mentor by several generations of nuclear medicine trainees...and...remained in personal contact with many of his prior trainees.” Lull was never too busy to answer a call from a student seeking his advice. Hawkins adds, “Bob regarded his role of ‘teacher’ as extending well beyond the time limits of the residency training program period itself.”

His advocacy of progressive medicine is well documented. An active member of the ABNM, of SNM and of RSNA, he was, also, a past president of the San Francisco Medical Society and the ACNP, an editor for the magazine, San Francisco Medicine and actively involved with the California Medical Association. Obviously, Bob Lull’s profes-

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## Increase Your KNOWLEDGE

December 17, 2008

Valerie R. Cronin Named Vice President of SNM’s Education and Research Foundation  
Leading nuclear medicine technologist and educator will assume foundation presidency in June 2010

Reston, VA-Valerie R. Cronin, CNMT, FSNMTS, of Buffalo, N.Y., was named vice president of SNM’s Education and Research Foundation (ERF). Cronin, who will assume the role of ERF President in June 2010 at SNM’s 56th Annual Meeting, joins the society’s foundation leadership after many years of service to the society and widespread recognition for her

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# You Want to Talk About Grants & Awards?

The following programs are currently accepting applications or will be in the near future from technologists, technologist students, physicians, and scientists:

## SNMITS Outstanding Technologist Award

The purpose of this award is to recognize an SNMITS member who has demonstrated outstanding service and dedication to the field of nuclear medicine technology.

## SNMITS Outstanding Educator Award

The purpose of this award is to recognize a SNMITS member who has significantly contributed to providing knowledge that advances and promotes the field of nuclear medicine technology through outstanding work in education.

## SNMITS Travel & Student Travel Awards

The purpose of these awards is to help support registration, travel, and accommodations towards the attendance of Nuclear Medicine technologists and nuclear medicine technology students who will be presenting abstracts at the SNM Annual Meeting.

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## Thank You

The ERF staff would like to take this opportunity to thank all of you who have five-year pledges to the MI Campaign. We have made great progress toward the perpetuation of molecular imaging awareness, in large part, because of the dependable support you have allowed.

In addition, we would like to thank two specific individuals who have pledged support to other important campaigns and share with you their personal rationales for choosing to contribute to these particular funds.

### **Victoria N. Wenzel pledged to the Paul Cole Scholarship Fund in June of 2008.**

*Why I give: The SNMITS has been working diligently over the past two years to increase the involvement of students within the section. These students are the leaders of tomorrow. Their contagious passion and dedication to learning and growing in the field is what makes the SNMITS so incredible. I give to the Paul Cole Scholarship fund to ensure these students have an opportunity to be a part of the excitement of the SNMITS.*

### **Richard G. Williamson, Jr pledged to the Howard Kay Fund in January of 2008.**

*Why I give: I contribute to the Howard Kay Fund because Howard was the embodiment of the passion, dedication, and drive it takes to make nuclear medicine an outstanding modality. In order to continue the contribution that NM makes to disease management, it is critical to have new thinking, ideas and expertise. Providing students the incentive to focus their passion and knowledge in this field is what will elevate the modality to new heights.*

Increase Your Knowledge  
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distinguished career as a nuclear medicine technologist.

“As a technologist, one of the highlights of my career has been mentoring aspiring nuclear medicine and molecular imaging professionals,” said Cronin. “Continued education and support are critical to fostering the next generations of leaders, who will further contribute to patient care and personalized medicine through advances in our understanding of the fundamental causes of disease.”

Certified by the Nuclear Medicine Technology Certification Board, she holds academic appointments as a clinical instructor for the nuclear medicine technology program and in the department of nuclear medicine at the State University of New York at Buffalo (SUNY). Throughout her more than 20-year career, she has served in numerous positions as a nuclear medicine technologist with the Catholic Health System, SUNY, Mercy Hospital and the U.S. Veterans Medical



## Education NEWS:

Attention, nuclear medicine physicians and radiologists! Be one of the first to experience 100 new PET/CT cases in order to meet the PET/CT and Diagnostic CT training and credentialing recommendations as published by the SNM. The next review of cases will be Saturday, March 7, and Sunday, March 8, 2009 at The Hilton Waterfront Resort, Huntington Beach, CA. The cases were designed so that nuclear medicine physicians with no recent CT training can supervise and interpret CT images in conjunction with PET or SPECT. Alternatively, they will allow radiologists with no recent PET training to supervise and interpret PET images in conjunction with CT.

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sional dedication is represented in his activism, but his career accomplishments are only part of the story. As those who knew him emphatically resound, Bob was as engaging as he was engaged.

Woolfenden paints a picture of a man who did not take himself, or life, too seriously:

*Whenever I recall Bob, I think of his effervescent, upbeat personality. Even when things were going less than swimmingly—whether at San Francisco General Hospital, at ACNP or in rough waters on his sailboat—Bob was always able to look on the bright side and come up with a witty comment. Bob was gregarious and enjoyed good company and good food and wine, preferably all together. Any time you were able to join Bob for dinner you were sure of an evening of lively discussion and good times. Although he was an Army officer for many years, Bob never paid any attention to rank or hierarchy, and everyone became a friend upon meeting him.*

Carol Marcus worked with Lull and Robert Carretta as members of the California Radiological Health Branch Nuclear Medicine Council, an advisory panel to the state radiation regulators. Marcus adds additional color to Woolfenden's illustration by recounting their habitual visits to the regulators:

*I was the "bad cop". The two Bobs were the "good cops". I would make extreme demands and the two Bobs would "cut a deal" with the regulators, getting us what we really wanted in the first place. Bob Lull could schmooze Saddam Hussein!*

Marcus's humorous depiction shows the easy-going attitude of a man who would be the one laughing the loudest at his own expense. Steve Heilig, of the San Francisco Medical Society, provides a glimpse of Lull's open-mindedness, passionate advocacy and deprecating manner, all at once, "Bob and I co-wrote an article on mad cow disease. (The 2004 article stridently questions the USDA's refusal to allow the testing of all or even some cattle intended for consumption.) After his death there were internet conspiracy theorists speculating that some sort of 'big business' interests might have had him killed." Heilig maintains that this sort of preposterous scaremongering is "something that would have amused Bob immensely!"

Robert J. Lull was 64 years young, leading a full and productive life when providence led him away from a loving family, numerous devoted friends, and countless admiring co-workers. As my research progressed in the writing of this story, I started to wish I had known Bob Lull. There are many people in my life I respect, admire and appreciate, but I cannot think of anyone who evokes the same feelings in everyone he meets. That seems to be the case with Dr. Lull.

In no time, the organizations, institutions and lives touched by Lull united in establishing the Robert J. Lull, MD Memorial Fund. As a fitting tribute to his life and memory, the fund is used to support and recognize academic excellence in young professionals. In 2008, the SNM Young Professionals Committee (YPC), in collaboration with the ACNP Residents' Section, held its second annual Robert Lull Young

Professionals Forum. The YPC and ACNP young professionals apply to the Robert Lull Fund annually for funding to support a professional forum that covers topics relevant to young professionals.

Hopefully, reading this article has helped you attach meaning to what may have been a faceless name on an unadorned gift envelope. The next time you think of giving ask yourself what it is specifically you would like to support. If educating the minds and fostering the growth of the emerging generation of nuclear medicine professionals is what you maintain, then a gift to the Robert J. Lull, MD Memorial Fund is a perfect avenue. In life, Bob Lull was dedicated to the success and excellence of young professionals in our field. When you support the Robert Lull fund you help keep his work and memory alive. Although I never met the man, I think he would feel honored.

There are several ways to make a gift to the Robert J. Lull, MD Memorial Fund. Call SNM at 703-708-9000 or toll free at 800-487-5620, and ask for the Development or Membership department. You may also send a check payable to ERF to 1850 Samuel Morse Drive, Reston, VA 20190, or you can go online at [www.snmerf.org](http://www.snmerf.org) and click on "How to Donate."

**Kate Reid, R&D Program Manager**

REFERENCES:

Van Derbeken, J. (2005). Figure in fatal stabbing a criminal, mentally ill: San Francisco Chronicle. Retrieved December 8, 2008 from <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2005/05/25/SFSLAY.TMP>

## Non-trivial Trivia

### CATEGORY: MOTIVATION



1. What is the total dollar amount SNM's leadership has contributed to all ERF funds?

- A) \$10,500
- B) \$21,000
- C) \$38,000
- D) \$95,000

2. What percentage of members has contributed to all ERF funds so far?

- A) 17%
- B) 25%
- C) 32%
- D) 50%

You Want to Talk About Grants & Awards? *continued from page 2.*

## SNMTS Clinical Advancement Scholarships

This scholarship serves to support technologists who are pursuing clinical advancement through didactic educational programs.

## SNMTS Bachelor's Degree Completion Scholarship

This scholarship serves to support a student who is pursuing a Bachelor's degree completion program related to his/her nuclear medicine career.

## SNMTS Advanced Practitioner Program Scholarships

This scholarship serves to support students who are pursuing an advanced practitioner program to advance their careers in nuclear medicine.

## SNM Pilot Research Grants

The pilot research grants are designed to help basic or clinical scientists in the early stages of their career conduct research that may lead to further funding. The Mitzi and William Bland, MD Pilot Research Grant is awarded to the applicant with the highest-ranked proposal.

## SNM/Covidien Seed Grant in Nuclear Medicine Research

This grant is designed to assist researchers in conducting new and innovative pilot projects that have potential for future support from foundations, corporations or government agencies. Covidien has made this opportunity available through a grant to the Education and Research Foundation for SNM.

## SNM Travel Awards

The purpose of these awards is to support the attendance of students and postdoctoral or clinical trainees to present molecular imaging abstracts at the SNM Annual Meeting.

**For more information on the grants and awards offered, please visit the Grants & Awards website, [www.snm.org/grants](http://www.snm.org/grants), or contact Nicole Mitchell, Grants and Awards Program Manager, [nmitchell@snm.org](mailto:nmitchell@snm.org).**

Increase Your Knowledge  
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Center, all in Buffalo, N.Y.

As vice president, Cronin will continue ERF's tradition of funding over 150 grants and awards across 20 different programs. "Investing in young researchers is an important investment for the fields of nuclear medicine and molecular imaging and for patient health care," said Cronin. The ERF gives research grants for junior medical faculty, provides support for postdoctoral molecular imaging research and subsidizes travel to facilitate global learning among nuclear medicine professionals.

Cronin has held a variety of leadership positions within SNM at the regional and national levels. In addition to her position as vice president of ERF, Cronin is currently the chair of SNM's Molecular Imaging Center of Excellence (MICoE) Patient Advocacy Task Force. Cronin served as president of SNM's Technologist Section (SNMTS) from 2004 to 2005 and was elected a fellow of SNMTS in June 2002. Cronin, who is a member of SNM's Eastern Great Lakes Chapter, holds a bachelor's degree in biology and is pursuing a master's degree in health services administration. She has authored or co-authored more than 30 research abstracts and presented research in the United States and internationally.



# BOARD:

Dear Editor,

I made a pledge to the MI Campaign back in 2006. I am supposed to give \$500.00 next month, but with the economy the way it is, can I possibly send half my pledge payment next month and the other half in July? That would really help me out.

Signed,  
Victim of Economy

Dear Victim of Economy,

We understand completely! When you receive your pledge invoice next month, simply note your request on the invoice, add your partial payment and return both to us at SNM, 1850 Samuel Morse Drive, Reston, VA 20190, Attention: Development. We will send you an invoice for the remainder in whatever month you specify. We only ask that you complete your annual pledge installment by September 30th, as that is the conclusion of our fiscal year.

Many thanks always,  
The ERF Staff

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*If you would like to comment on this post or have an idea, suggestion, or complaint and would like it printed and addressed in a future Contributor issue, email it to [Kate Reid at kreid@snm.org](mailto:Kate.Reid@snm.org).*

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Education and Research  
Foundation for SNM

1850 Samuel Morse Drive  
Reston, VA 20190

703-708-9000

[www.snm-erf.org](http://www.snm-erf.org)

