

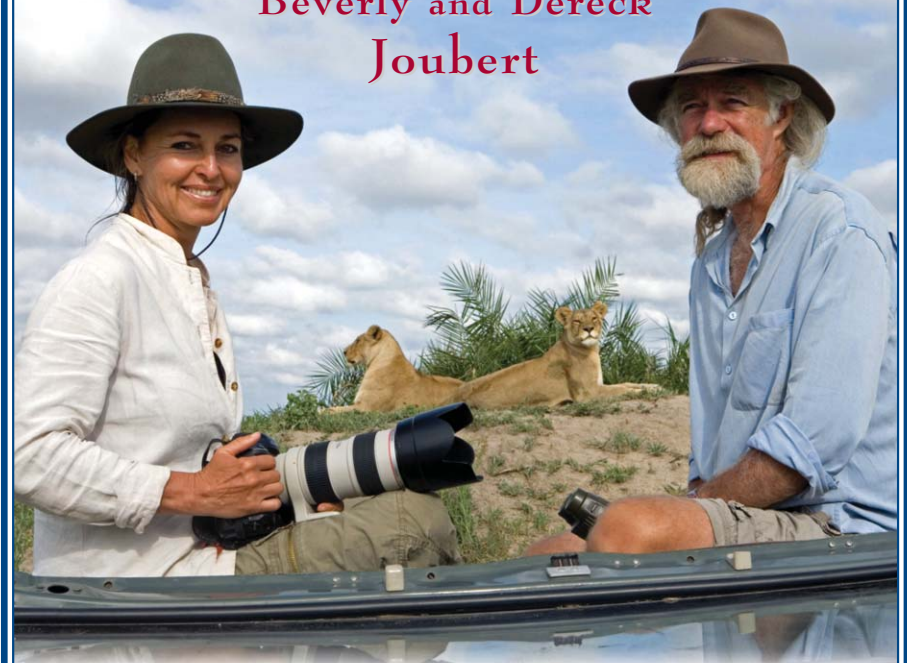
The Gordon P. Buzby Leadership Lecture

# “Lessons Learned Saving the Big Cats”



Guest Lecturers

**Beverly and Dereck  
Joubert**



**Thursday, October 15, 2015 - 7:00 a.m.  
Surgery Theatre**



**Penn Medicine**

Department of Surgery



Gordon P. Buzby  
1948-2003

- 2014 “Good Hunting - An American Spymasters Story”  
Jack Devine  
The Arkin Group LLC
- 2015 “A World of Trouble”  
June Peter Bergen  
CNN National Security Analyst
- 2015 “Lessons Learned Saving the Big Cats”  
Oct. Dereck and Beverly Joubert  
National Geographic Explorers  
CEO Great Plains Conservation

## The Gordon P. Buzby Surgical Leadership Lectures

The Department of Surgery is a premier top 5 training program in surgery in the USA. More importantly it has focused on educating and training future “leaders” in the world of surgery and has successfully contributed to the development of many superstars around the country. In establishing the Lectureship Lectures Gordon envisioned encouraging the attendees to look outside their surgical silos and view and absorb the many faces of leadership conveyed by acknowledged world leaders in their spheres. Over the years this annual look “outside the box” has provided the audiences with views from inside the CIA, world terrorist organizations, victim compensation during disasters, generational psychology, executive decision-making, emotional intelligence and healthcare strategy.

- 2004 "Surgery: Is it an Impairing Profession?"  
**Thomas J. Krizek, M.D.**  
Professor of Surgery, Medicine and Ethics, University of South Florida & St. Leo University
- 2005 "Some Common Decision Traps - and How to Avoid Them"  
**Roch Parayre, Ph.D.**  
Senior Fellow, Mack Center for Technological Innovation, The Wharton School;  
and Managing Director, Decision Strategies International Inc.
- 2006 "Developing Your Leadership"  
**Michael Useem, Ph.D.**  
William and Jacalyn Egan Professor of Management, Director, Center for Leadership and Change Management, The Wharton School
- 2007 "Reflections on Leadership: The Decade of the 1990s and Building the Nation's First Fully Integrated Academic Health System"  
**William N. Kelley, M.D.**  
Professor of Medicine, University of Pennsylvania School of Medicine
- 2008 "What Language Are You Speaking?"  
**Mario Moussa, Ph.D., MBA**  
Senior Fellow, Leonard Davis Institute of Health Economics, University of Pennsylvania;  
Academic Director of Essentials of Management, The Wharton School; and Principal, CFAR Inc.
- 2009 "Surgical Leadership: Lessons Learned"  
**Layton F. Rikkers, MD**  
Professor of Surgery, Wisconsin Institutes for Medical Research (WIMR)  
Editor-in-Chief, Annals of Surgery
- 2010 "Leadership in Healthcare"  
**Ralph W. Muller, MA**  
Chief Executive Officer, University of Pennsylvania Health System
- 2011 "What is the Matter with THEM?"  
**Jennifer J. Deal, Ph.D.**  
Center for Creative Leadership
- 2012 "Unconventional Responses to Unique Catastrophes: Tailoring the Law to Meet the Challenges"  
**Kenneth R. Feinberg**  
Feinberg Rozen, LLP
- 2013 "The Evolution of Penn Medicine During the Decade 2001-2011"  
**Arthur H. Rubenstein, MBBCh**  
Professor of Medicine  
Former Executive Vice President of the UPHS and Dean of the School of Medicine

The **Gordon P. Buzby Surgical Leadership Fund**, established by Dr. Buzby and his family in 2003, provides for an Annual Surgical Leadership Lecture with an Award presented to the surgical resident or faculty member most devoted to exploring issues of surgical finances, management, administration and leadership.

### The Gordon P. Buzby Surgical Leadership Award

2004	Andrew S. Resnick, MD	2010	Clyde F. Barker, MD
2005	James. L. Mullen, MD	2011	Nina M. Bowens, MD
2006	Pavan Atluri, MD	2012	Caroline E. Reinke, MD
2007	Larry R. Kaiser, MD	2013	Jeffrey A. Drebin, MD, PhD
2008	Jon B. Morris, MD	2014	Olugbenga T. Okusanya, MD
2009	Rachel R. Kelz, MD	2015	Lindsay E. Y. Kuo, MD, MBA

A superb clinical surgeon, Dr. Buzby devoted his career to providing exemplary patient care and developing a model clinical practice. Keenly aware of the challenges in healthcare delivery and reimbursement, he focused on financial, management and administrative issues and assumed a leadership role in the development of new departmental initiatives and standards.



Annual Leadership Award

**Gordon P. Buzby** was Penn to the core. He completed his undergraduate studies at the University of Pennsylvania (BS '70), his medical school education at the University of Pennsylvania Medical School (MD '74) and a seven year surgical residency at the Hospital of the University of Pennsylvania. In 1981 he joined the Penn Surgery faculty. In addition to his legacy of being an outstanding general surgeon, he served as the Director of the Nutrition Support Service and the Director of the Residency Program. He was chosen as the Director of the Residency Program because of the close personal relationship he was able to forge with every resident who came through the program.

On October 31, 2003 Dr. Buzby died after a heroic battle against a lung cancer that was diagnosed only 7 months earlier. Opting for the most aggressive treatment in the hopes of beating this disease, he had an incredibly positive, admirable attitude up to the end. Even in this, he was a model of leadership and inspiration.

## GUEST LECTURERS:

**Dereck and Beverly Joubert**

### “Lessons Learned Saving the Big Cats”

**Dereck and Beverly Joubert** are award-winning filmmakers, National Geographic Explorers-in-Residence and wildlife conservationists, who have been filming, researching and exploring in Africa for over 30 years. Their mission is the conservation and understanding of the large predators and other key wildlife species that determine the course of all conservation in Africa. They are the founders of the Big Cats Initiative with National Geographic, which currently funds 39 grants in 17 countries for the conservation of big cats.



The Jouberts have made 25 films for National Geographic, published 11 books, half a dozen scientific papers, and have written many articles for the National Geographic Magazine. Beverly Joubert is also an acclaimed photographer and her international exhibitions have further helped to raise awareness for the plight of big cats across the world.

Their films have received international recognition with major accolades including 7 Emmys, a Peabody, Wildscreen Panda Awards and a Lifetime Achievement Award at the Japan Wildlife Film Festival, to name but a few. The Jouberts were also awarded the World Ecology Award alongside Prince Charles and Richard Leakey, and in 2009, they were inducted into the American Academy of Achievement.

In 2011, Dereck and Beverly were honored with the Presidential Order of Meritorious Service by the President of Botswana for their work within the

country. The Jouberts' 2011 film, “The Last Lions,” was filmed in Botswana and has since become a powerful ambassador for wild lions globally, reaching over 350 million people and collecting an array of international awards in the process. “The Last Lions” won Best Theatrical Film at the Jackson Hole Wildlife Film Festival, 4 SAFTA Awards in South Africa and in May 2013, the film received 5 International Wildlife Film Festival Awards. National Geographic has agreed to donate all profits from the film to the conservation of lions. Every win for “The Last Lions”, has been a win for Africa’s big cats.

In recent years, the Jouberts have expanded their conservation outreach through another business venture, ‘Great Plains Conservation’. Dereck is CEO of the company, and together with their business partners, they have found a way to bring together conservation, communities and conservation tourism to fund large tracts of land that can be protected for the local wildlife and the surrounding communities. Today that land totals about 1.8 million acres in Africa. Great Plains Conservation has won many awards including Best Safari Accommodation Group and Best Safari Properties in Africa at the 2013 Safari Awards and 4 Best Safari Destination Awards from The Robb Report, Relais & Chateaux, Forbes and Andrew Harper’s Hideaway Report.

The Jouberts’ efforts, as filmmakers, with the Big Cats Initiative and with Great Plains Conservation, coincide with one aim: to save the wild places of Africa, and to protect the creatures that depend on them. The President of Botswana recently said it well: “Theirs is a life long passion; for each other, for big cats, for Africa...they are true “children of Africa.”

“We all know roughly what is right and what is wrong. Make every decision based on that alone and we will all be in better shape.”

— Beverly and Dereck Joubert

