

## **Linda B. Hertzberg, M.D.**

An east coast native by accident of birth, Dr. Hertzberg received her M.D. degree from Stanford Medical School and remained at Stanford for her anesthesiology residency training and a critical care fellowship.

Early in Dr. Hertzberg's career, she practiced as an academic anesthesiologist and critical care specialist at Dartmouth Hitchcock Medical Center. She and her husband, Dr. David Merzel, met there and moved together to Fresno, California. For more than 20 years, Dr. Hertzberg has been in private practice with the Anesthesia Consultants of Fresno, a 38-member physician group that staffs two hospitals and several ambulatory surgical centers. Dr. Hertzberg has served on the management board of her group, and in the capacities of OR Manager, Department Chair, and President of the Medical Staff at Saint Agnes Medical Center. She is currently the Secretary-Treasurer of the Saint Agnes Medical Group IPA.

Within the CSA, Dr. Hertzberg has served as District Director, Vice-Chair of LPAD, and Speaker of the CSA House of Delegates, culminating in a term as President. It was her responsibility to guide the CSA in 2009 through the difficult and tumultuous first year of the nurse anesthesia opt-out. The communications and PR initiatives that she brought forward during her CSA presidency have positioned the CSA as the premier state anesthesia society in these arenas. As the CSA's Editor of Electronic Media, Dr. Hertzberg's development of the weekly CSA Online First blog has driven unprecedented website traffic to the CSA. The Online First columns have been widely recognized for addressing issues of importance facing anesthesiologists in an up to date, accurate, and balanced manner.

At the ASA, Dr. Hertzberg has served since 2002 as a California delegate to the House of Delegates, and has participated as a member of the California delegation at the ASA Board of Directors' meetings since 2006. She has served as a member of the Practice Management (PM) Committee for eight years. At the annual ASA PM Conference she has spoken at the resident track for the past five years, and has organized and supervised the popular discussion table segment of the conference. Dr. Hertzberg's other ASA committee appointments include:

- Bylaws
- Communications
- Quality Management and Departmental Administration (QMDA)
- Standards and Practice Parameters

Her work at the QMDA Committee has included writing chapters for the Manual for Anesthesia Department Organization and Management (MADOM), performing consultations, and assisting in the development of the Anesthesiology Department Quality checklist.

As a visible and highly effective voice for California at the ASA, Dr. Hertzberg provided invaluable assistance to Dr. Linda Mason in her initial contested election campaign for Assistant Secretary of the ASA. She also worked closely with Dr. Stan Stead in support of his recent successful campaign for ASA Vice President of Professional Affairs.