

## **Peter B. Lauer, Executive Director of the Society of Interventional Radiology**

***Supported Specialty, Colleagues and Staff With a Determined Spirit  
Aug. 18, 1947–Feb. 24, 2010***

Fairfax, Va.—Peter B. Lauer, CAE, who served as the executive director of the Society of Interventional Radiology for more than seven years, died Feb. 24 due to complications from surgery. “The 4,500 members and staff of the Society of Interventional Radiology and individuals in numerous other professional medical organizations have lost a dear friend, a leader, an affable mentor and trusted colleague,” said SIR President Brian F. Stainken, M.D., FSIR, who represents the national organization of doctors, scientists and allied health professionals dedicated to improving health care through minimally invasive treatments. “To have had the opportunity to know and work with Pete was one of life’s great gifts. His was a talent for understanding people, for motivating and for harvesting our good,” added Dr. Stainken.

Many individuals have already written or called SIR to express their thoughts about Mr. Lauer. “He was a strong supporter of our specialty and our society—and an even stronger supporter of each one of us personally,” wrote one colleague. “Pete made our lives better. He was a friend, a mentor, a buddy with a warm arm around the shoulder, and an all-round sincere and warm man. You could trust him to do things well and with absolute integrity. He didn’t know he was giving so much because it came so naturally,” said another. “I can confidently say that the only ray of light in this time of devastating loss is that Pete always had full confidence in his legacy: the cohesive group of superb individuals comprising the SIR staff and leadership volunteers whom he mentored and left to carry on his brilliant work. He leaves both the world and SIR a much, much better place,” wrote another.

Mr. Lauer began his career as an association executive in 1977 with the American Medical Association, where he played a vital role in building relationships for AMA within organized medicine. Over 26 years, he served in several key executive positions including vice presidencies of the House of Delegates, Professional Relations and Membership and Federation Relations. Mr. Lauer was executive director of AMA’s American Medical Political Action Committee (AMPAC), which he reorganized and moved to Washington, D.C. He brought innovative and proactive advances to the organization, including “Politics 101” seminars and a grassroots network that facilitated member contact with key government agencies, Congress and the White House. The network was a sophisticated program and a leader in grassroots education and contact.

He joined SIR as executive director in 2003 with a mandate to focus on developing the society infrastructure to support the explosive growth of the interventional radiology specialty. Over the years, Mr. Lauer contributed to advancing the science, clinical practice, public awareness, patient care and the business aspects of interventional radiology. Mr. Lauer worked closely with the volunteer physician leadership and staff to streamline staff operations, reorganize and invigorate the SIR Foundation and reorganize SIR PAC so that today it is the second largest radiology PAC in the United States.

“Pete believed in the promise of IR, and he delivered on his promise to us. We are a stronger, better organized and much more effective advocate for improved care through advanced technology because of his work,” noted SIR President-elect James F. Benenati, M.D., FSIR. “He is a part of IR, and we will be forever grateful for—and mindful of—his contributions,” said Dr. Benenati. It is telling that his most recent project involved nurturing and developing young leaders in the society, culminating in the first SIR Leadership Academy. “Bringing new leaders to the society was essential to continue our trajectory: Pete recognized the impact of strong leadership on innovation, scholarship, patient care, alliance building and so much more,” he added.



Mr. Lauer was a member of the American Association of Medical Society Executives, where he served on its National Specialty CEO Committee and the Nominating Committee. He was a member of the American Society of Association Executives, having served on the ASAE Government Relations Section Council. He was a national and well-respected leader in numerous other associations.

He received a certificate of appreciation for 10 years of dedicated service and leadership to the board of directors of the Delnor-Community (Geneva, Ill.) Health System, the AMA's Resident Recognition of Excellence Award and a certificate of appreciation from ASAE.

Mr. Lauer was born Aug. 18, 1947. He received a bachelor's degree in education in 1971 from the University of Mississippi and completed the executive development program at Kellogg Graduate School of Management at Northwestern University in 1987. Mr. Lauer was a Vietnam veteran who served part of his tour of duty as a drill sergeant and had served in the U.S. Army Reserve.

The Ole Miss Rebel was immensely proud of his family: his wife, Rebecca (Becky), and his daughter, Margaret (Maggie), who completed her undergraduate training at Juilliard and her master's degree in flute performance at McGill University in Montreal, Canada. He was especially animated when he talked about Maggie and her many accomplishments; he loved visiting her and hearing her play. Many also knew the story of how he met Becky, how she saved his life and how in love he was.

Outside of work, as evidenced by prints of the 15th hole at Augusta National Golf Course, the Master's Tournament flag, and the putter and two golf balls now silent against the wall, Mr. Lauer was an impassioned golfer.

A memorial service to celebrate our friend and colleague's life will be held in the spring; details will be posted on the SIR Web site. In lieu of flowers, the family has asked that donations be sent to the SIR Foundation in Mr. Lauer's honor. More information can be found online at <https://members.sirweb.org/directory/petedonate/>. Cards may be sent to Rebecca Lauer and family, c/o SIR, 3975 Fair Ridge Drive, Suite 400 North, Fairfax, VA 22033. In addition, SIR has created an online memorial at <http://directory.sirweb.org/petelauer/>. The Society of Interventional Radiology will recognize Mr. Lauer's many accomplishments during its 35th Annual Scientific Meeting March 13-18 in Tampa, Fla.