

Carmine M. Valente Distinguished Service Award

In October 2016, the AIUM's Board of Governors established the Carmine M. Valente Distinguished Service Award to memorialize and recognize significant contributions to the AIUM and the ultrasound community as a whole by furthering the multidisciplinary nature and collaborative efforts of the organization.



Alexa “Lexie” Cowger

One factor that distinguishes the AIUM from other medical societies is its focus on working collaboratively—a place where diverse ideas and organizations can come together to produce amazing results. Alexa “Lexie” Cowger was the embodiment of that culture, and she lived it every day.

As the AIUM's Creative/Communications Services Manager, Lexie was responsible for ensuring that the AIUM always produced amazing marketing materials—images and graphics that grabbed your attention, enticed you to participate, helped you learn, and maybe just put a smile on your face. But she didn't do this in a vacuum.

Lexie worked collaboratively with every AIUM department, every AIUM community, and countless AIUM members. She sought feedback, input, and ideas and worked tirelessly to ensure that what the AIUM produced was exciting, creative, and useful.

One of Lexie's primary responsibilities at the AIUM was the management of the *Journal of Ultrasound in Medicine (JUM)*. From layout to production to day-to-day management, Lexie did it all. She worked with editors, reviewers, writers, graphic designers, staff members, and printers to deliver a high-quality, multispecialty journal focused on improving patient care. And everyone she worked with would agree that she made all the difference.

Throughout her more than 20-year tenure at the AIUM, Lexie served the AIUM and its members in several roles. Most of these roles were in the communications, publications, and creative departments. Regardless of how or where she served, she consistently did it with energy, enthusiasm, and creativity.

Lexie's creativity didn't start or stop at the office door. Lexie was an avid gardener who was constantly improving and enhancing her flower beds and gardens and a talented artist who enjoyed creative pursuits of many kinds. She was a yard sale enthusiast who brought life to mundane finds. Above all, she was a friend who strove to make people happy and was always ready and eager to help people in any way she could.

The AIUM unexpectedly lost Lexie in early 2018, but her spirit, her energy, and her impact live on. It is for these reasons that the AIUM is honored to bestow the Carmine M. Valente Distinguished Service Award to Lexie Cowger.



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