



Directors' E-Dialogue

AMA Alliance...*Building healthy communities.*

October 2006

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In This Issue

1. Speakers Bureau
2. A Quick Primer on Good Communication Skills
3. Chicago Connection
4. A *Word* for the *Wise*
5. From the *Alliance Archives*
6. AMAA *Dates to Remember*

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1. Speakers Bureau

From Director, Nancy Kyler

You may have heard the term, "Speakers Bureau," mentioned a few times but may not have been exactly sure what it entails. The AMA Alliance Membership Services Speakers Bureau is one of the best, often most underutilized, services offered to your state or county Alliance.

Through Membership Services Speakers Bureau, a member of the national board is available to visit your state or county and assist in planning or supporting you in your Alliance year. The speaker can conduct a membership or retention workshop, train future leaders, present health projects, discuss medical marriages, communications, installation ceremonies, and much more!

Each state or county leader is able to create the subject and format that best suits the needs of your state and/or county. If you are having trouble deciding what your county or state needs might be, the AMA Alliance will be happy to work with you to find the subject and speaker that will give you maximum impact.

[Read more about the AMA Alliance Membership Services Speakers Bureau.](#)

2. A Quick Primer on Good Communication Skills

From President-elect, Dianne Fenyk

1. Listen

- Listen to and value what others say.
- Listen for ideas—not just words.
- Listen without judgment.
 - It's okay to disagree.
 - Focus on listening to the other person—do not spend your time planning your rebuttal.
 - Make your expectations clear and ask questions so you know what others expect of you. It's a good idea to paraphrase what

others say to make sure you got it right!

- Limit your own talking—it's impossible to listen and talk at the same time!

2. Communicate frequently.

- Do not micro-manage—keep everyone informed.
- Check and return e-mail daily; return phone calls promptly.

3. Offer knowledge freely and encourage others to share theirs.

- Sharing knowledge to solve problems and to teach others strengthens an organization.

4. Feedback

- Effective feedback is timely, constructive, focuses on specific areas and should be given in a spirit of trust and cooperation.
- Feedback goes both ways—solicit the input of others.

3. Chicago Connection

From Executive Director, Jo Posselt

The team approach to growth of Alliance membership this year is working! In the first quarter of the Alliance fiscal year, from July 1 through Sept. 30, we recorded 25,001 members. The boost in membership is very small—the equivalent of a new county organization; however, it is a positive signal that we are reversing the steadily declining numbers from the past 10 years overall. This organization is building toward a much larger membership which will allow us to produce more and better services—in support of the family of medicine.

Highlights and key accomplishments in the past few months that should be of interest to state and county leaders of the AMA Alliance follow. These activities and results are being reported to members of the AMA Board of Trustees by AMA Alliance President Nita Maddox during the AMA Interim Meeting in November.

[Read more about the recent highlights and accomplishments of the AMA Alliance.](#)

5. A Word for the Wise

– Benjamin Disraeli

“The health of the people is really the foundation upon which all their happiness and their powers as a state depend.”

6. From the *Alliance Archives*

First male member

At the 1970 Annual Session in Chicago, the AMA Auxiliary's President, Mrs. John M. Chenault, presented the first male member of the Auxiliary, Fred Gloeckner of Pennsylvania, with a special membership certificate "in appreciation of his continuous support for American medicine." In 1973, an official Bylaws revision was made to include a provision for male spouses to be members of the organization.

1986-87

In 1986, 20 years ago, the AMA Auxiliary was asked by the AMA to promote a new anti-smoking public service campaign; 39 states held legislative days at the Capitol and phone banks were set up and utilized in Congressional districts throughout the country. In 1987, the first Leadership Development Confluence II was held, and the AMA Auxiliary celebrated its 65th Anniversary.

7. AMAA Dates to Remember

2006

November 11-14 AMA Interim Meeting, House of Delegates
Las Vegas, Nev.

2007

January 1 Application deadline for AMA Alliance Youth Alcohol Awareness grants

February 11 AMAA Board Meeting, 3:00 p.m. to 5:00 p.m.
Washington, D.C.

February 12-14 LDC II/ National Advocacy Conference/
National Day at the Capitol
Washington, D.C.

February 16-18 AMPAC Candidate Workshop
Arlington, Va.

March 1 Health Awareness Promotion (HAP)
Award deadline

	March 15	Legislative Education and Awareness Promotion (LEAP) Award deadline	
	March 31	Membership dues deadline (dues must be received at National Headquarters to count toward delegate allocation at the annual House of Delegates.)	
	April 18-22	AMPAC Campaign School Arlington, Va.	
	June 22	AMAA Board Meeting, 3:00 p.m. Chicago, Ill.	
	June 23-27	AMA Annual Meeting, House of Delegates Chicago, Ill.	
	June 24-26	AMA Alliance Annual Meeting, House of Delegates Chicago, Ill.	