



Directors' E-Dialogue

AMA Alliance...*Building healthy communities.*

April 2007

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AMA Alliance Web site

Visit www.amaalliance.org to purchase AMA Alliance logo wear, or read about the latest state and county alliances featured in "Alliance in the news."

Other links:

[Leadership Library](#)

This link provides references to some of the top leadership books and Web sites.

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1. Conflict Resolution

From Barbara Savage, Director

Conflict is defined as a state of opposition, disagreement or incompatibility between two or more people or groups of people or when two or more parties, with perceived incompatible goals, seek to undermine each other's goal-seeking capability.

Often a group finds itself in conflict over facts, goals, methods or values. It is critical that it properly identify the type of conflict it is experiencing if it hopes to manage the conflict through to resolution.

[Read](#) more about tackling conflict resolution.

2. Screen Out! Sign Up Now!

From Health Promotion Chair, Barb Hanas

Sign up today for your Alliance specific and friendly guide on Screen Out! to help bring this project to your community. The complete publication will not be posted online. Therefore, if you want to obtain the revised copy, please send an email request to amaa@ama-assn.org to reserve your copy. The guides will be mailed out. Please be sure to pass this word on to your county presidents and president elects so that we reach our grassroots membership. It will take all of us working together to bring pressure on the movie industry to eliminate smoking in children's movies.

The petition can be downloaded from our Web site: www.amaalliance.org. From the home page, simply click on Screen Out! and then from the menu selection on the left, listed under Screen Out! click on materials and resources. This is the standardized form for soliciting signatures in support of "R" rating for movies with smoking. Our goal is to collect 750,000 signatures over three years.

[Discover](#) more about the Screen Out! project.

3. Chicago Connection

From Executive Director, Jo Posselt

In the last issue we talked about building your Alliance budget and working with the state or county medical society in partnership on key projects related to health promotion, advocacy, recruitment and travel for your officers, chairs and staff executives representing the family of medicine at meetings and conferences.

In a poll of more than 400 Alliance state and county leadership last month, we learned:

- 9 percent of state medical associations contribute to the local Alliance budget for officer travel.
- 73 percent of state or county medical associations do NOT place the Alliance as an option on their dues statement for members.
- The reason why? 46 percent said they have never asked.

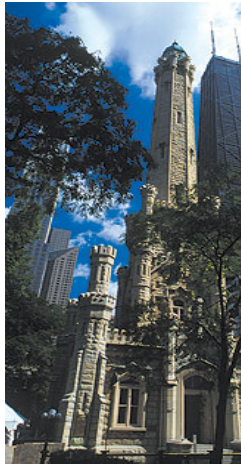
[Susan Todd, Texas](#)
[Laurel Weddle, Indiana](#)

**Insert seasonal graphics to
 customize your newsletter with
 Microsoft Office clipart and media.**

If you are developing your Alliance budget in the next few weeks, take time to talk with your state or county medical society president and/or president-elect and staff executive to learn their willingness to place an Alliance membership option on the next dues statement. It is also worth exploring whether you can offer a benefit by placing the medical association option on your Alliance dues statement.

[Find](#) more items to discuss.

4. Plan to attend AMA Alliance Annual Session!



Spouses of physicians possess unique and important views on the issues that affect the practice and future of medicine. Express your views and make a difference at the AMA Alliance Annual Meeting, June 24-26, 2007 in Chicago. Take an opportunity to see Chicago's grand skyline, it's lake front and other attractions.

Mark your calendar for the following dates and times of key events:

Week of April 23, 2007:

Information about your state's delegate allocations will be mailed to your state president.

Friday, June 22, 2007:

- 6:00 pm AMA Foundation's *Celebration of Giving*

Sunday, June 24, 2007:

- 8:00 am Welcome breakfast with award presentations
- 1:00 pm Opening Session of the 84th annual House of Delegates
- 3:00 pm Reference Committee Hearings
- 6:30 pm Fifth Annual Prestige Awards Gala Reception and Dinner

Monday, June 25, 2007:

- 7:30 am Belle Chenault Breakfast
- 8:45 am and through the morning Four training sessions including Screen-out
- 1:00 pm State Caucauses
- 3:00 pm State Presidents Reports
- 6:00 pm Minnesota party in honor of Dianne Fenyk

Tuesday, June 26, 2007:

-

8:15 am General Session of the House of Delegates

Also, look into Chicago happenings at <http://www.choosechicago.com/>

5. IRS Offers Guidelines

The Internal Revenue Service has issued recommendations for tax-exempt organizations to help them comply with IRS regulations, according to the March 2007 issue of *Associations Now*. It has been suggested that tax-exempt organizations “adopt a mission statement and code of ethics, requires board members to eliminate conflicts of interest when holding a board position, enhance financial auditing protocols, control compensation decisions, and streamline document retention and availability to the public.”

6. AMA Alliance Marketing Ad Series

From Integrated Marketing Communication Chair, Laura Reynolds

Do the questions “Why should I belong to the Alliance?” and “What’s in it for me?” sound familiar? Alliances are challenged trying to connect with current members who may be losing touch with their reasons for joining and the value they receive. The ad series “Faces of the Alliance” will help you meet those challenges. Here is what one organization has to say about the ads... “This ad series not only helps counties gain visibility in their communities, but also reminds them of the benefits of being affiliated with our national organization.” Gail Kacich, President, Illinois State Medical Society Alliance A board member adds “This is exactly the kind of value that we need. Every county member needs to be aware of this program!”

Don't delay. Go to www.amaalliance.org, click on News/Publications and then "[Faces of the AMA Alliance](#)" Ad Campaign to access directions for use, and sample downloadable ads. Staff will customize the ads for your county or state, free of charge! Contact Heidi Kolkema. heidi.kolkema@ama-assn.org

7. Lapsed Alliance Members: Strategies for Success

From Membership Chair, Carole Daley

Our March 31 AMAA membership deadline for delegate allocation has come and gone, how did your Alliance do with your retention efforts? Do you know what your renewal rate is? If so, is it where you would like it to be? Membership is an all year-round activity, please read on.

Are you keeping members who want to stay? Interestingly, in a recent survey of former members, a national scientific association asked, “What is the primary reason you allowed your membership to lapse?” **Nearly 30%** of the respondents answered that they **were unaware that they had not renewed.**

[Get](#) more strategies for success.

8. 2007 Belle Chenault Winner Announced

AMPAC, the AMA's Political Action Committee, is happy to announce the winner of the 2007 Belle Chenault Award for Political Participation: **Barbara Trautman** of Tennessee. As Vice President for Legislation for the Tennessee Medical Association (TMA) Alliance, Barbara was an aggressive advocate for TMA's efforts to achieve medical liability reform in Tennessee. Barbara was also a key grassroots leader in Shelby County in the 2006 elections, helping to generate over 80,000 “get-out-the-vote” phone calls for pro-medicine Republican candidates.

The Belle Chenault Award is given every two years to honor an AMPAC/AMA Alliance member

for outstanding accomplishment through volunteer activities on a political campaign or state ballot initiative. It is named for Belle Chenault, a former AMA Alliance representative to the AMPAC Board of Directors.

9. A Word for the Wise

– **Anonymous**

"The difference between ordinary and extraordinary is that little extra."

10. From the Alliance Archives

1961

Forty-year history authorized; Ronald Reagan narrates "Operation Coffee Cup" record for auxiliary to use to promote King-Anderson Bill on Federal Health Care of Aged.

1962

AMA Education and Research Foundations combine to become AMA-ERF; international health becomes a committee to focus efforts on needed goods and international hospitality; 40th Anniversary celebrated at Convention.

1963

"Operation Hometown" is priority legislative program to reach the public; auxiliary provides funds for Today's health to be placed in schools

11. AMA Alliance Logo Wear

Showing your Alliance pride is now as easy as 1-2-3! Simply go to www.amaalliance.org, enter our Online Shop and select AMA Alliance Logo Wear. With hats, tees, sweatshirts and accessories to choose from, you're sure to find the perfect piece of Alliance pride at a reasonable price. Shop today!

12. AMAA Dates to Remember

2007

April 18-22

[AMPAC Campaign School](#)

Arlington, Va.

May 1

Entries for the Membership Development Project (MDP) Awards must be postmarked to national headquarters.

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.