



# Directors' E-Dialogue

AMA Alliance...Building healthy communities.

May 2007

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### AMA Alliance Web site

Visit [www.amaalliance.org](http://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.

## 1. Traditions in the Family of Medicine

From Jeanie Owen, Director

You all know the story of "Fiddler on the Roof." The story centers on Tevye, and his attempts to maintain his family and traditions while the world and civilization around them change rapidly.

The show begins with a lone fiddler standing on a roof playing a tune, as Tevye tells the audience about how he equates life with being a "fiddler on a roof," trying to scratch out a simple, pleasant tune without breaking his neck.

"How do we keep our balance?" he asks. "That I can tell you in one word: Tradition!" The Fiddler is a metaphor of survival, through tradition and joyfulness.

Our family of medicine is much the same.

[Read](#) more about our family traditions!

## 2. AMA Alliance Updating the Marketing Plan

From Integrated Marketing Communications Chair, Laura Reynolds

Did you know that the way you market your alliance to others has a profound effect on the health of your organization? Enthusiasm for projects, participation levels, membership satisfaction, and community support can all be increased with effective marketing efforts. However, a thorough evaluation of your organization is necessary to lead you on the path to success. IMC has been busy gathering data to evaluate our organization and assess its current programs to further our efforts to define a marketing revitalization plan. Thank you to all who have participated in surveys towards this effort! Your input is being evaluated and will help guide our work. The plan will be geared to help all segments of our Alliance network, and our target for completion will be annual session where you can learn more about marketing's effect on membership during the educational session: How to Apply Membership Marketing Resources.

Let us help you target areas of potential growth in your organization and secure current membership while leading you on the road to a more vibrant Alliance!

## 3. Chicago Connection

From Executive Director, Jo Posselt

This month, the AMA Alliance marks it's 85<sup>th</sup> year.

On the morning of Friday, May 26, 1922, the AMA Alliance was founded by 26 bold pioneers for the family of medicine. Alliance founders had a vision. They saw an organization with members who would complement the work of organized medicine by providing a network of camaraderie and friendship for medical families nationwide, while using their knowledge and skills to build healthy communities wherever they live. In it's 85<sup>th</sup> year, in order to attract grass roots volunteers to the Alliance cause and increase the value of the Alliance to existing members, at all levels of the federation, the organization is providing new services and outreach, including

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



those below. If your membership is not receiving or is unaware of these services, please help spread the value proposition:

- **AMA Alliance Advocacy Connection** - The premier issue of the legislative e-newsletter made its debut April 17. If you or your members are not receiving this quarterly e-newsletter, please send your e-mail list to [Nancy.Battaglia@ama-assn.org](mailto:Nancy.Battaglia@ama-assn.org). She will add your members to this distribution so that they can remain informed of state medical and health related legislation that may have an impact on the medical practices in their area. A new service from your AMA Alliance.

[Find](#) more resources to aid your outreach efforts.

**4. Make your Voice Heard at the AMA Alliance Annual Session!**

With the Annual Meeting quickly approaching, June 24-26, 2007, being prepared to share your views is as important as arranging travel to and from Chicago. For a full list of suggested bylaw amendments, check out the [Annual Meeting](#) page. Enjoy the Chicago summer with its magnificent skyline, lakefront views, enchanting museums and attractions.

Information about your state's delegate allocation has already been mailed to your state president. Mark your calendar for the following dates and times of key events:

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 Four training sessions including Screen-out (throughout the morning)
- 1:00 pm State Caucuses
- 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/>.

Visit the [Annual Meeting](#) page for a complete schedule, proposed bylaw changes and to register for Highlighted Events!

### **5. AMA Alliance Leadership Crunch: Fact or Fiction? From Membership Advisory Chair, Carole Daley**

We hear so much about the lack of leadership these days. Are we really experiencing little or no leadership? The Membership Advisory Committee's priority for this year is the development of membership/leadership strategies for states and counties. While these are under construction, I wanted to share some wonderful examples of Alliance leadership across the country of which you may be unaware. To make this more fun, I've generically presented these scenarios and at the end you may identify just which members of the AMA Alliance teams were involved.

#### **LEADERSHIP COMMITMENT PAPERS**

This AMAA leader's home county was in danger of disbanding even though they managed to raise \$18,000 from their Annual Silent Auction. In fact, there had been no president this year. A core group put together an innovative series (2) of general membership meetings (one morning, one evening) with the urgent topic: "Do We Want to Continue to Have an Alliance?" To ensure maximum participation communication was key. Reminder cards were sent out and then a brief newsletter touting their recent successes in fundraising for the community.

[Read](#) more about creative applications of leadership!

To share stories of your country or state Alliance restructuring or revitalization, please send them to [amaa@ama-assn.org](mailto:amaa@ama-assn.org).

### **6. Timely Example of Strategic Alignment**

Jo Terry will be representing the AMA Alliance on the AMA's National Advisory Council on Violence and Abuse (NACVA). She is the Executive Director of the Community Coalition on Family Violence in Tennessee and the 2007-2008 Chair of the AMA Alliance Health Promotion Committee.

### **7. Leadership Login - [www.amaalliance.org](http://www.amaalliance.org)**

We are finding that the leaders who have sample Leadership Login on the AMA Alliance Web site, embrace it as a valuable resource for their leadership role. A recent poll also confirms that many leaders are aware of it but have never tried it. We know that county membership chairs have expressed interest in login into this section. There are many counties for which we have no county leadership data. For any chair who needs immediate access, please let us know and we will get them in. Contact us at [amaa@ama-assn-org](mailto:amaa@ama-assn-org).

### **8. A Word for the Wise – James Allen**

*"Dream lofty dreams, and as you dream, so you shall become. Your vision is the promise of what*

*you shall one day be; your ideal is the prophecy of what you shall unveil."*

## **9. From the Alliance Archives**

### **1965**

Block Mother Plan for children's safety is instituted; AMA-sponsored Eldercare program is promoted; Bulletin becomes MD's Wife; Direct Line newsletter begun for leaders; regional workshops held for auxiliary leaders, financed by AMA.

### **1967**

Meals service, home-centered health care, and volunteer friendly visitor programs become committees; member orientation manual prepared; AMA continues to assist with regional workshop expenses.

### **1968**

AMA-ERF contributions reach well over three million in 17 years; television violence program emphasized; health manpower study committee appointed; drug abuse, smoking, alcohol, and sex education package programs prepared.

## **10. AMA Alliance Logo Wear**

Showing your Alliance pride is now as easy as 1-2-3! Simply go to [www.amaalliance.org](http://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!

## **11. AMAA Dates to Remember**

### **2007**

**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.

### **2008**

**March 29-April 2**

AMA Alliance Conference-Winter Session  
with AMA National Advocacy Conference  
(NAC), Washington, D.C.

