



LEADER'S DIGEST

Building healthy communities.
September 2007

Leader's Digest

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AMA Alliance Web site

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

Other links:

[Leadership Library](#)

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

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2007-08 Officers

Dianne Fenyk, President
Sandi Frost, President-elect
Nancy Kyler, Secretary
Carolyn Plested, Treasurer

2007-08 Directors:

1. Welcome to the New *Leader's Digest!*

This AMA Alliance leadership resource was created just for you, our state and local leaders. It's a celebration of your commitment to the Alliance, a way to recognize your volunteer efforts and allow you to share your experience and knowledge with your fellow leaders across the country. The bi-monthly publication is designed to help you excel in your leadership role. It will offer the resources and support you need to be a success--to help you plan and implement projects of real value for the family of medicine and for your community.

You've told us that you prefer shorter stories and a simpler format that fit in with your busy lifestyle, so *Leader's Digest* won't inundate you with information. Here's what we're planning to offer:

- A **main story** that focuses on a different aspect of leadership. One issue might have some thoughts on the nature of leadership, the next time, some quick tips, and the next, an interview with a leadership expert, or a description of an innovative program.
- **Committee News**—each issue, we'll bring you short updates from national Alliance committee chairs on planned or ongoing projects.
- **Committee Project in Focus**—a more in-depth piece on a committee initiative written by a committee chair on a rotating basis.
- **Success Stories**—description of programs that worked on the state or county level. It could be an internal program like a membership recruitment campaign or an external initiative like a community service project.
- **Items of interest**—Quick clips that might spark an idea for you or just get you started asking the right questions.

We want to make sure we reach as many leaders as possible, including national, state and county levels, so please send us email addresses for fellow Alliance leaders you know would benefit from this e-newsletter. Please excuse us if you received this issue of the *Leader's Digest* more than once, but we wanted to be sure not to miss anyone.

Our goal is to provide information that state and local leaders will find useful and interesting. We hope you enjoy *Leader's Digest* and that you'll share your questions, tips and success stories with us, so we can share them with your colleagues around the country. Email us at amaa@ama-assn.org. We're waiting to hear from you.

[Emma Borders, Louisiana](#)
[Barbara Hanas, Iowa](#)
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[Debbie Lazarus, Colorado](#)
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2. Is Your Strategic Plan Dead or Alive?

By Paul D. Meyer, CAE and Jean S. Frankel

Traditional, event-driven strategic planning is dead. But strategic thinking as a continuous activity is alive and well. Strategic thinking is an ongoing process and commitment by the association's leadership to view and practice strategy as a core responsibility. When strategic thinking is at the core of the association's being, the enterprise is positioned to respond more quickly to changing external dynamics; take advantage of opportunities; attract high-caliber leaders to impact the future of the professional or industry it represents; and create invigorating work environments for association staff.

The following attributes and activities differentiate those associations that are thinking strategically from those that are merely creating strategic plans.

- Strategic-thinking boards spend a significant portion of their meeting time on strategy and strategic issues, and relatively little on operational oversight. And in associations where the strategic plan has clearly articulated shared definitions of success, we find that boards are more able to focus on strategy, as there is greater trust and confidence that the operational details will be executed in a manner consistent with their intent.

[To read more, click here...](#)

Excerpted from Forum, August 2007, published by the Association Forum of Chicagoland. For more information, visit <http://www.associationforum.org/>

3. Committee Project in Focus: Your AMAA Membership--Making It Personal From Carole Daley, MAC Chair

Mission: Increase membership to meet organizational objectives and strengthen viability of the AMA Alliance.

The 2007-2008 Membership Advisory Committee (MAC) firmly believes that it is the personal contact and service which appeals to our membership and engages potential members. It is approaching membership recruitment, retention and building new Alliances as a systematic planned progression of membership activities throughout the year. How do we accomplish this? To date, our committee's activities include:

- **State Contact Process** -- MAC developed a strategic process to ensure its "personal" approach to state contacts which serve to promote and preserve the AMAA information and data flow. Reports will be generated and available upon request from the AMAA office.

[To read the full list of MAC's activities, click here...](#)

4. Committee News

AMA Foundation Committee News

From Dinah Goldenberg, AMA Foundation Committee Chair

The Alliance Foundation Committee is geared up for a busy year with our theme "Leading by Example." Our Boutique for Better Health fundraiser at the Annual Meeting raised \$595 to support the scholarship fund and the Fund for Better Health grants.

Before you come to Chicago for the Leadership Development Conference (LDC) we need your help. What are your state and county leaders asking about the Foundation? What burning questions do they have about fundraising in their community? Please email all your questions to Harry Bauer at Harry.Bauer@ama-assn.org. The committee will have all the answers waiting for you at LDC.

Membership Advisory Committee (MAC) Update: Your Personal AMA Alliance Toolkit
From Carole Daley, MAC Chair

Your Membership Advisory Committee knows your current needs for membership tools, templates and information. We constructed our online toolkit this year with some very interesting changes:

- Table of Contents (A web page index for a consolidated Alliance toolkit)
- Addition of a "Frequently Asked Questions" Section
- Consolidation of membership dues information resources into the Alliance Marketing Handbook
- Addition of MDP award winners and their membership strategies
- Revised AMAA Membership Services Speakers Bureau flier
- Addition of membership templates including: sample press releases, sample recruitment/retention letters, dues billing templates, membership surveys, electronic newsletter templates, etc.

The Membership Advisory Committee plans to unveil its new Membership Toolkit during the Sunday, September 30, 2007 luncheon at the LDC in Chicago. Come and try it out!

Legislative Committee News
From Pat Hyer, Legislative Committee Chair

Your Legislation Committee has been busy working for the health of all Americans! The Committee, in conjunction with AMA's Washington D.C. office and Alliance staff, sent an alert to all members who have email addresses, asking them to urge the U.S. House and Senate to pass The Children's Health Insurance Program Reauthorization Act (S. 1893) that will help the millions of American children who currently rely on CHIP, and the many more who are eligible for the program, but are not yet enrolled. "This is a win-win proposal: kids in low-income families get the health care they need, and it is paid for with an increase in federal tobacco taxes that can help deter current and future Americans from using tobacco. Studies show for every 10 percent increase in the price of cigarettes, youth smoking is reduced by seven percent, and overall consumption by four percent," said Ron Davis, AMA President.

The action alert requested AMA Alliance members to ask Congress to finalize this legislation before CHIP expires on September 30. Congress must preserve access to health care for both America's kids and seniors. The AMA Alliance strongly urges the conference committee to include in the final legislation the House provisions in the

CHAMP Act (HR 3162) that stop steep Medicare cuts to physicians.

A Legislation Committee member will be in touch with you in the Fall to ask for nominations for the LEAP Awards.

5. Items of Interest

Letter: My Alliance is My Hope

Dear AMA Alliance:

I read your email newsletter today and see that are looking for ideas. I couldn't help but want to share with you what is not only happening in my Alliance, but with myself and the many friends I have in my Alliance.

In July I was diagnosed with breast cancer— Invasive Lobular Carcinoma, stage 2. This type is not seen on mammograms. It has been a journey no woman ever wants to take and needless to say, a very frightening one. Having been quite involved with our Alliance, my friends and partners' wives quickly spread the news and contacted me in so many wonderful ways. I knew I had friends in the Alliance, but never as many special friends as I have discovered in the past few months. An email was just sent to me with a list of meal providers, three times a week through December, while I am receiving chemo. This list includes more than 25 different women in the Alliance who are willing to support my family by cooking a meal.



Last May, I agreed to chair our major fundraiser, Charisma. It is a huge luncheon, style show and boutique sale. It is a 35-year-old event in our city, with more than 500 women in attendance. Annually, we make about \$20,000-30,000 for health career scholarships and community grants! Although I have given up teaching this year, along with many other volunteer and family activities, I would not give up chairing this special event. And my, you would not believe the number of women who are willing to support me and volunteer this year! I am just so proud of my Alliance for supporting me through this very difficult time in my life, and I thank God for giving me such special friends, and a special cause to chair this spring when I am finished with chemo, radiation and my hair is finally growing back.

My Alliance is my hope.

Sincerely,
Anne Ikenberry
Winnebago County- IL

6. Item of Interest:

Web Site Updates

Newsletter Centerpiece of Newly Revamped Alliance Leadership Resource

Leader's Digest is more than just a new e-publication for Alliance leaders. It's the

centerpiece of the organization's newly reorganized and updated comprehensive leadership center for national, state and county leaders. We have conducted a review of all our leadership materials and have developed a plan that embraces all of our leadership resources, not just the e-newsletter. In an attempt to coordinate the number and variety of leadership tools and material available, we are launching a new area on the Web site to house and organize all the materials. Here's how it works:

New Web Area--Leadership Portfolio

- **Introduction/Welcome**
- **Leadership File**—This is a compilation of dozens of resources that should provide all the tools you are likely to need to meet and exceed your needs as an Alliance leader. The variety of materials will guarantee that you can pick and choose those that will be most useful to you. Leadership File will be updated as necessary and items added as appropriate. While some of the information is “evergreen”, certain sections like "About the Alliance" will be updated annually, while the meeting follow-up section will be changed after every meeting, with the older information archived.
- **Leadership Login**—this will become a section of Leadership Portfolio. Items that are not strictly confidential will be removed or placed in a more accessible area of the Web site.
- **Leader's Digest**—will be published bimonthly with the working mission/focus: “A regular leadership resource strictly for helping county and state leaders excel.”
- **Other Alliance Documents**--Other documents currently in other areas of the Web site that would make more sense in the leadership area, will be moved to this section.
- **Marketing and Advertising Opportunities**—A “shopping section” for leaders, like a branded binder/three-ring notebook, will be researched for development.

Leadership Portfolio is located at http://www.amaalliance.org/site/epage/51775_625.htm. Check it out and spend some time browsing all the resources available there to help you in your role as a national, state or county leader. There are dozens of resources to make your job easier and help you stay connected to the Alliance. Visit soon and let us know what you think.

7. Quick Tip

Are you planning to send an email with a long attachment? Be thoughtful and let the recipients know in the email message before they hit the “print” button. Many people have small printers with limited paper and ink capacity. Letting them know in advance allows them opportunity to decide to review the attachment online or print just the cover, abstract, or summary.

8. AMAA Dates to Remember

2007	
September 1, 2007-March 1	AMAA Walking Challenge (still accepting teams!)
September 29-October 2	Leadership Development Conference, Chicago, Ill.
October 10, 2007	13th Annual SAVE Today
2008	
January 25-26	Southern Regional Alliance Development Conference
March 29-April 2	AMA Alliance Conference-Winter Session with AMA National Advocacy Conference (NAC), Washington, D.C.

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