



LEADER'S DIGEST

Building healthy communities.

January/February 2008

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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1. Welcome to *Leader's Digest!*

This AMA Alliance leadership resource is just for you, our national, state and county leaders, as a way to recognize your volunteer efforts and allow you to share your experience and knowledge with your fellow leaders across the country. This bi-monthly publication is designed to help you excel in your leadership role. It offers 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.

Your ideas and comments are always welcome. Email us at amaa@ama-assn.org.

2. Communicating Your Credibility: Top Three Tips to Establishing Your Trustworthiness through Effective Communication

By Felicia J. Slattery, M.A., M.Ad.Ed.

In business as in life there is one universal skill which will help you succeed far beyond your wildest dreams. Without this skill, your relationships of all kinds will suffer needlessly and your business will fall flat. What is the magic panacea? Effective communication skills.

As a spouse of a physician, you have many issues to handle and you wear many hats. Some of you run the family business, while others deal regularly with legislators, reporters, government agencies and community leaders to advance legislative advocacy efforts and public health initiatives. Regardless of the professional situation you're in, you'll need to effectively communicate your credibility to get the job done.

Credibility is defined as worthy of belief or confidence; trustworthy. It's a common word with an important meaning. When you are credible you can accomplish much more because others know they can put their trust in you. Here are three tips to help you communicate your credibility in any professional situation:

1. Do business with integrity:

Keep your word every time, all the time. Do not allow yourself to bring excuses to the table. If you promise to make a phone call or send an email by a certain date, for instance, do it. Each time you keep your word, you are building your credibility. People will come to know they can trust you to be true to your word in every situation because you never let them down. You communicate your credibility by delivering on your promises.

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

Nita Maddox, Immediate Past
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*state assignments in white

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About the author:

Felicia J. Slattery, M.A., M.Ad.Ed. is a communication consultant, professional speaker and coach with more than a decade of experience teaching effective communication skills. She is known internationally for teaching small business owners effective communication skills to get more business and see greater success. She is available for communication training and special-event speaking and also offers a free e-course called Increase Business by Communicating Your Credibility at her website: www.CommunicationTransformation.com.

3. Project in Focus: Treasurer's Corner **From Beth Kohr, Alliance Manager of Finance**

We've recently had some requests for information resources for new Alliance state and county treasurers. While we legally cannot provide individual accounting help for each organization, we want to share some resources and alert you to a few changes that have happened in the nonprofit financial world recently.

The Internal Revenue Service (IRS) has issued new optional standard mileage rates. Beginning Jan. 1, 2008, the standard mileage rates for the use of a car (including vans, pickups or panel trucks) will be:

- 50.5 cents per mile for business miles driven;
- 19 cents per mile driven for medical or moving purposes; and
- 14 cents per mile driven in service of charitable organizations.

[Click here for more information...](#)

In December 2007, the IRS released a redesigned Form 990, Return of Organization Exempt from Income Tax, for tax year 2008 (to be filed in 2009 and later years). The Form 990 had not been substantively revised since 1979, and according to the IRS Web site, "the redesign of Form 990 is based on three guiding principles: enhancing transparency, promoting tax compliance and minimizing the burden on the filing organization." The related instructions for the new form will be released in early 2008, and the IRS is phasing in the changes for smaller organizations with gross receipts under \$1 million annually or total assets under \$2.5 million. Notable for many small Alliances, starting with the 2010 tax year, the IRS will increase the filing threshold for organizations required to file Form 990-N (the e-postcard) from \$25,000 to \$50,000.

For more information, contact your tax professional or [click here to check out the IRS Web site](#).

4. Committee News

AMA Foundation Committee News **From Dinah Goldenberg, AMA Foundation Committee Chair**

The first Southern Regional Alliance Development Conference was held in Huntsville Alabama January 25-26. Thanks to the hard work of Foundation committee member, Karen Morris, a raffle was held to raise funds for the AMA Foundation. Prizes were donated and tickets were sold at \$1 for 1, \$10 for 12, and \$20 for 25. An outstanding \$1200 was raised. Supporting the Foundation can be

[Barbara Savage, Iowa](#)

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Delaware
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Nebraska
New York
Oklahoma
Vermont

[Susan Todd, Texas](#)

Alaska
Arizona
Arkansas
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Maryland
Rhode Island
West Virginia

easy and fun at the same time. Consider holding a raffle at your next gathering. Local businesses are often willing to donate a prize in return for some free advertising.

The AMA Foundation Excellence-in-Medicine Awards will be presented in Washington, DC on Monday, March 31. Visit www.amamfoundation.org/go/excellence to read about the award recipients and purchase tickets.

Health Promotions (HP) Committee News **From Jo Terry, HP Chair**

Health Promotions Committee members are busy reaching out to their assigned state chairpersons to learn who's doing what. One of our committee goals is to document who is doing what—that is, which national projects are being implemented and what materials are being used. This data will provide information for planning purposes, and help us gauge interest in what we offer from national. We are especially promoting *Screen Out!* with ways to incorporate collecting petition signatures as part of other alliance activities.

We also are seeking applications for the Health Promotion Policy Grants (HPPG). With up to \$500 available per Alliance, these funds can make a difference in providing seed money or supplemental dollars for projects. There are also two \$1,000 grants for policy change related to alcohol awareness.

Most recently, the Southern Regional Conference in Huntsville, AL, provided a forum for sharing Alliance Health Promotion materials, grant opportunities, *Screen Out!* strategies and the American Psychiatric Association (APA) Alliance's cooperative effort: *When Not to Keep a Secret* high school essay contest. [For more information about the contest, click here to visit the Alliance Web site health promotions page.](#)

Prevention *is* the word that best summarizes Alliance health promotion activities. And for your personal health and fitness, don't forget to keep walking and documenting your miles as part of the 2008 Walking Challenge! We will recognize the winners at the Capitol Conference at the end of March.

Legislative Committee News **From Pat Hyer, Legislative Committee Chair**

A handful of spaces remain for the AMPAC (the AMA's Political Action Committee) Candidate Workshop, held February 29-March 2, 2008, in Pentagon City, Virginia. The workshop is designed for AMA members and their spouses who are considering a run for public office and includes training on campaign strategy, media advertising, as well as hands-on sessions in public speaking and fundraising.

AMPAC will conduct its annual Campaign School April 9-13, 2008, also in Pentagon City, for AMA members who wish to become involved in the political process as advocates and volunteers for medicine-friendly candidates. The School is organized around a simulated congressional campaign, where participants are put on campaign "staff" teams and receive instruction in campaign strategy, media advertising and political fundraising. Each team participates in nightly exercises including creating a campaign strategy, taping a radio commercial and writing a

political fundraising letter.

For both programs, all costs for AMA members, except transportation to the Washington, DC metro area, are borne by AMPAC. Past graduates include US Senator John Barrasso, M.D., as well as U.S. Reps. Tom Price, M.D., and Phil Gingrey, M.D.

[To continue reading about AMPAC and 2008 LEAP Award information, click here...](#)

Membership Advisory Committee (MAC) Update From Carole Daley, MAC Chair

Over the holidays, your Membership Advisory Committee has been quite active in the following pursuits:

Alliance Membership Retention Efforts

- Planned January Retention Mailings--MAC shared these dates with state membership contacts to assist them in coordinating unified membership retention efforts and also to remind those outliers to be dues current.
- Membership Services Survey--Distribution 6,800 / 470 Respondents/6.9% Response--In late November, an online survey was conducted to identify the membership benefits and advantages that are valued by members and to determine what led current members to join the Alliance. This data is quite interesting and will be supplied upon request to Julie Ziegler, Director of AMAA Membership Marketing & Services
- State Contacts Process--MAC members continued to open personal communication networks with their respective state membership chairs while keeping their directors informed. Information obtained from these interviews is being used to update/develop state membership profiles.

[Click here to read more about membership efforts...](#)

5. Success Stories - Membership: The Personal Touch By Julie Ziegler, Director of Membership Marketing and Services

In a recent survey, we found that the majority of members joined the Alliance simply because someone invited them. Even—or perhaps especially—in today’s technologically driven society, the personal touch can make a big difference. That’s why every member is a vital part of any recruitment effort your alliance undertakes.

However, not everyone who is eligible for membership is a good prospect. Your recruitment efforts will be more successful if you ask the right people, so take some time to identify candidates who are most likely to join. Good candidates are those who have a connection to the goals of the Alliance, a connection to a current member or who need the support of other physician families.

Among the ways to identify good prospects are those who fall into the following categories:

- new arrivals in your community,
- newly married physician families,
- young physician families with children,
- physicians and spouses affiliated with local hospitals,
- resident physicians and their spouses and
- “empty nesters.”

Make sure that your members are aware of all of the benefits and advantages of Alliance membership so that they’re able to discuss them with prospective members. [Click here for a list available online for easy reference.](#) The most highly rated benefits in the latest survey were:

- camaraderie and support from other medical families,
- community health promotion activities,
- legislative advocacy and
- leadership and professional development opportunities.

If every member of your Alliance could convince just one friend or colleague to join, your membership would double, so it’s worth the effort to get your members excited about recruitment. Consider holding a membership drive and offer prizes to individuals who recruit the most new members. If asking someone to join is outside an individual’s comfort zone, suggest that they invite someone to attend an Alliance event instead, or simply invite a prospect to lunch with a few other members.

[For more tips on bringing the personal touch to your recruitment efforts, read the Alliance Membership Winning Initiatives article by clicking here.](#)

6. Item of Interest:

Unforgettable Memories at Affordable Prices! [2008 Romantic Rhine River Cruise](#)



AMA Alliance Capitol Conference/Winter Session

Programming for the Alliance’s Capitol Conference/Winter Session, Monday, March 31, is well underway. Here are the highlights of the dynamic day-long event so far:

- Belle Chenault winners Pat Hyer, Darlene Medlock and Barbara Trautman will participate in a panel discussion on establishing relationships with legislators. Members of Congress have been invited to be part of the panel.
- Screen Out! Leadership Training--Media Facilitation Skills--Now that

everyone is familiar with the Alliance's Screen Out! program, take this opportunity to learn new skills for working with the media to promote the campaign. This session will teach you the skills you need to become a media facilitation leader in your own Alliance. Learn how to build relationships with the media, and gain increased visibility for the associations' health promotion activities in your community through the Screen Out! program.

- A public forum presented by five members of the AMA Council on Legislation will provide a short synopsis of the five advocacy topics that are at the heart of AMA's advocacy agenda in 2008.
- On April 1, from 10:00 – 11:30 a.m., former White House Press Secretary Tony Snow will present the keynote address at NAC--discuss the upcoming elections and the changing political landscape, and examine how it may affect the AMA's advocacy effort. Snow has covered the news for more than 25 years. He had a nationally syndicated column in USA Today and most recently hosted the "Tony Snow Show" on Fox News Radio, as well as "Weekend Live with Tony Snow" on the Fox News Channel.

*****HOTEL ALERT*****

We have been advised by the AMA that the room block at the Grand Hyatt (where our Capitol Conference and AMA's President's Forum and National Advocacy Conference will be held on March 31 – April 2, 2008, in Washington, DC) has been sold out. The entire hotel is sold out for the night of the April 1 (Tuesday).

However, a new AMA room block at the same group rates that we have listed on the Web site has been opened up at the hotel. There are rooms available for the nights of March 28 to 31 and again starting on April 2. The AMA is working on getting another room block at another hotel and as soon as we have that information we will share it with you.

[In the meantime, click here to check the Alliance Web site for information on alternate hotels that have rooms available.](#)

Check back for more details on our session on fundraising and membership marketing.

Don't miss these key dates for the conference:

- February 26, 2008--Cut-off date for room reservations at the Hyatt to insure that group rates apply and that room is available in AMA room block
- March 15, 2008--A \$25 fee will be charged for cancellations after this date
- March 26-April 2, 2008--Conference rates apply

[Click here to view reimbursement policies for the conference.](#)

[Click here for complete information on the Alliance Capital Conference/Winter Session \(Monday\) and AMA's National Advocacy Conference \(Tuesday and Wednesday\).](#)

Members Identify the Best Membership Ideas

What would you find most useful to generate ideas for your state or county membership recruitment and retention methods? This is what we asked selected Alliance leaders county leaders to share with us in focus groups. Here are their top three answers:

1. Membership-focused articles and success stories with action steps directed to our attention as county leaders
2. Strengths/Weaknesses and Opportunities/Threats (SWOT) exercise created with help from national office marketing staff
3. Visits from state leadership with an agenda targeted to our challenges and interests.

Call for Candidates

If you would like to submit your name as a candidate for the 2009 Nominating Committee, please send your intent, via email or surface mail to Nancy Battaglia, 515 North State Street, Chicago, IL 60610 or nancy.battaglia@ama-assn.org. The 2009 Nominating Committee will be elected at the Annual Meeting in June, and the meeting will take place February 28-March 1, 2009 in Chicago. Submissions must be made by March 15, 2008, in order for biographical information on candidates to be placed in the Delegate Handbook.

AMA Lobbying and Gift-Rule Compliance Program

Please note that there are new limitations on gifts and other benefits that may be provided to members of Congress and federal officials, and new lobbying disclosure rules. If you have any interactions with any U.S. Representative, Senator, their staff or family, or any federal employee, you need to review the [Lobbying Disclosure Act Compliance Program](#) and [related education materials](#).

7. Help Build Healthy Communities!

Renew your Alliance membership today to keep our collective voice strong. [Click here to renew online](#) or call us at 312.464.4470 and ask for the Membership Department.

8. AMAA Dates to Remember

2007	
September 1, 2007- March 1	AMAA Walking Challenge
2008	
March 7-9	North Central Conference in Omaha, Neb.
March 29-April 2	AMA Alliance Capitol Conference-Winter Session with AMA National Advocacy Conference (NAC), Washington, D.C.
June 15-June 17	AMA Alliance Annual Meeting, Chicago, Ill.

June 28-July 6

New Alliance Advantage of Membership-Cruise
the Romantic Rhine

[Online Calendar](#)

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