



LEADER'S DIGEST

Building healthy communities.

March/April 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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*state assignments in white

[Emma Borders, Louisiana](#)

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 rosetta.gervasi@ama-assn.org.

2. Media Spokesperson Tips By Rosetta Gervasi

As a spokesperson for your Alliance and for the family of medicine, you have a critical role to play. Whether you're preparing for a formal media interview, planning a presentation to a community group, or getting ready to chat with prospective members, you may be presented with an opportunity to speak to the media about the work of the organization. If you find yourself in this enviable position, you need to inform, educate and represent the position of your Alliance.

Here are some more objectives to keep in mind while making comments.

- Create a positive image.
- Correct inaccuracies.
- Avoid jargon - Use simple, everyday language that any layperson can understand.
- Avoid medical terms, regardless of whether they are clinical or legislative in nature.
- Be interesting and lively.
- Deliver a call to action; Tell viewers/readers what you want them to do, call their legislators, talk to their doctors or spread the word to other consumers.

Communication Objectives/Priority Messages

The first step necessary to prepare for a media or consumer exchange is to think about what you want to accomplish during the conversation. Often, you will have only a few minutes to get your message across, so it's essential that you make the most of the opportunity.

Start by developing several communication objectives. These will be short, direct

Indiana
Kentucky
North Carolina
Pennsylvania
Virginia
Washington

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Maine
Michigan
Minnesota
Missouri
Wisconsin

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South Dakota

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Connecticut
Delaware
Massachusetts
Nebraska
New York
Oklahoma

statements that communicate your most important messages. Take a few minutes before each event and say to yourself, "If I have time to tell the reporter (and thus his or her audience) only a few things, what will they be?"

[Click here to read the Alliance communication objectives, consumer messages and more..](#)

3. Committee News

AMA Foundation Committee News

From Dinah Goldenberg, AMA Foundation Committee Chair

The Foundation Committee members continue to work with their state and county contacts to support fundraising efforts. On March 3, AMA Foundation Achievement Awards were mailed to each state. These certificates are to be used to honor county Alliances at their state's annual meeting. Award categories can be determined by the individual state. National awards will be announced at the AMA Alliance Annual Meeting this June in Chicago. All contributions must be postmarked no later than May 15, 2008 to be considered. Please contact Harry Bauer with questions or concerns at 312-464-4470 or harry.bauer@ama-assn.org.

Another successful raffle fundraiser to support the AMA Foundation Fund for Better Health was held at the North Central Regional Alliance meeting in Omaha, Nebraska March 7-9. Spearheaded by committee member Chris Iglar, \$670 was raised. This is another example of the Committee "Leading by Example".

Health Promotion (HP) Committee News

From Jo Terry, HP Chair

The six month Walking Challenge: "Making Your Steps Count," concluded on March 1. Thirty-nine teams of five registered; 27 teams actually participated in the reporting process. The challenge was to encourage completing the calculated distance between Chicago and Washington of 705 miles. The winning team's cumulative mileage is more than ten times the challenge, and the total miles walked by all teams is nearly 1,000 times 705!

Let's go back to Chicago! Can we log those 705 miles for our teams in just two months—April 1 to June 1? Get your feet moving! New teams may register and existing teams may indicate their intention to continue by contacting Jennifer West at jennifer.west@ama-assn.org.

Integrated Marketing Communication (IMC) Committee

From Siggie Stillman, Member, IMC

The Elevator Speech

There you are, riding the elevator at the Drake Hotel in Chicago with your huge Alliance name tag. Sooner or later from a fellow passenger comes "The Question." What is the Alliance and what does it do?

Vermont

[Susan Todd, Texas](#)

Alaska

Arizona

Arkansas

Louisiana

Maryland

Rhode Island

West Virginia

What do you say?

As with any presentation I suggest you know your time frame, your material and your audience.

On the elevator at the Drake, depending on how many floors traveled, you only have time for a quick sound bite of a couple of sentences. Your questioner might just be a businessperson making polite conversation but what a great moment to share your passion!

“The AMA Alliance is a grassroots volunteer organization affiliated with the American Medical Association that's dedicated to educating and advocating for healthier communities and lifestyles.”

That's good! If your questioner is still listening, why not mention, “In my county in California we are promoting Screen Out!, a movement to make movies that feature smoking R-rated.”

Is he or she still listening? Why not add that “most of our 25,000 members are spouses of physicians and physicians-in-training, and we include many physician-members who support and participate in our work for our communities.”

Done!

Now make your own “elevator speech” and practice it. You might not be riding the elevator at the Drake very often but the next time you are volunteering at your community health fair or meeting and greeting at your spouse's specialty gathering, when “The Question” comes up you will be ready!

Legislative Committee News

From Pat Hyer, Legislative Committee Chair

I found the following message from AMA President Ronald M. Davis, MD, on the nature of leadership inspiring. It's reprinted here from AMNews, February 18, 2008.

A message to all physicians from AMA President Ronald M. Davis, MD.

The challenges facing medicine are well known to the readers of this publication—physician payment cuts, high medical liability insurance premiums, managed care abuses, administrative burdens, unfunded mandates and so on. To protect our profession and our patients, strong physician leadership is needed—now more than ever before—within our medical associations, hospitals and communities.

During my AMA presidency, I've been asked on several occasions to speak on the topic of leadership. When I first put that talk together, I thought about consulting the many books and Web sites devoted to this subject. But then I figured I should demonstrate leadership by developing a presentation on leadership based solely on personal reflection.

So let me share with you 10 ingredients of leadership that rose to the surface as I thought about the leadership I've observed during the three decades of my career in medicine.

1. Filling the vacuum. Leaders must step up to the plate and fill vacuums of leadership.

Donald Berwick, MD, for example, was a pioneer in health care quality improvement when, in 1991, he co-founded the Institute for Healthcare Improvement, for which he continues to serve as president and CEO. He was a major catalyst behind the formation of the patient safety movement and the Institute of Medicine's landmark report *To Err is Human: Building a Safer Health System* (published in 1999).

[To continue reading about the ingredients of leadership, click here...](#)

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

The 2007-2008 MAC has continued its momentum toward membership recruitment, retention activities and the building of new Alliances. To accomplish this goal, the MAC has participated in:

♦ Collaboration with Young Member Connection Task Force and other Alliance Volunteer Work Groups

MAC reviewed the Young Member Connection Task Force Report outlining their activities and plans for marketing membership to the MSS/RPS segment. We find their approach fresh and their enthusiasm exciting for the AMA Alliance!

♦ Continued Development of Supplemental Recruitment/Retention Strategies

MAC is currently involved in the production of interesting approaches to existing problem areas which represent a significant potential recruitment for the Alliance: Countering the "County Only" Membership Mentality, 5 Easy Steps to the Recruitment of MSS/RPS; Recruiting Female Physicians, Widespread Recruitment of Members at Large (MAL) and others.

[To continue reading about MAC's recruitment efforts, click here...](#)

4. Items of Interest:

Delegates Shine at Annual Meeting

The House of Delegates (HOD) is the legislative and policy-making body of the Alliance. As defined in the Bylaws, the House Of Delegates represents all members of the AMA Alliance in the deliberation of issues and resolutions brought before the body for decision; decides policies of the association; and elects the Nominating Committee and the officers of the organization.

Delegates may introduce business, testify at reference committee hearings, and vote on HOD business. The House of Delegates sessions at the Annual Meeting decide the direction the organization will take in the coming year. Serving as a delegate is a critically important function for Alliance members. Prepare for the responsibility by learning about the issues, considering the testimony presented during Reference Committees and during the HOD session with an open mind, and voting to represent your Alliance and conscience.

Look for more on serving as a delegate in our next issue.

2008 HAP Awards Deadline Extension

Although the original deadline for the 2008 HAP Awards passed March 1, 2008, the deadline has been extended to April 15, 2008. Entries must be submitted online or postmarked by that date and eligible projects must have been held and completed between March 1, 2007 and February 28, 2008. If your state or county alliance would still like to apply please visit the Alliance website where an application can be filled out online [HERE](#).

Walking Challenge Logs Impressive Miles

With the culmination of the Walking Challenge, the Texas Red Hot Chili Steppers have taken the coveted first place, logging 7,828 miles from September 1st through March 1st. The team, whose members hail from Abilene, Tex., was made up of Alliance members Dina Patel, Purvi Shah, Sheryl Kendrick and Cindi Bumann. The majority of the team members are avid competitive tennis players. In total there were 27 teams who completed the challenge from start to finish, walking a total of 70,000 miles. A new Walking Challenge will kick off at the Annual Meeting in June.

5. AMAA Dates to Remember

2008	
June 15-June 17	AMA Alliance Annual Meeting, Chicago, Ill.
June 28-July 6	New Alliance Advantage of Membership-Cruise the Romantic Rhine
October 5-7	AMA Alliance Leadership Development Conference I - Fall Session, Chicago, Ill.
<i>Click on the Online Calendar for links to calendar events.</i>	
Online Calendar	

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