



LEADER'S DIGEST

Building healthy communities.

May/June 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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2007-08 Officers

Dianne Fenyk, President
Sandi Frost, President-elect
Nancy Kyler, Secretary
Carolyn Plested, Treasurer
Nita Maddox, Immediate Past President

2007-08 Directors:

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. The 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.

This issue is specially timed to reach delegates and alternates as they prepare to leave for Chicago for the Alliance Annual Meeting, June 15-17, 2008. It contains information on what your responsibilities are as a delegate or alternate at the session, as well as practical information to help you get the most out of the meeting. And if you won't be attending the meeting this year, this summary will help you stay informed about the way the Annual Meeting is conducted and may serve useful for future leadership positions.

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

2. Preparing for Your Annual Meeting Experience—A Primer

This article provides selected information to help you prepare for your leadership role at the Annual Meeting. For complete information on delegate and alternate duties, procedures guidelines of the House of Delegates, and the business of the meeting, please review the delegate handbook you received in the mail.

Delegate Duties

The House of Delegates is the legislative body of the AMA Alliance. Its principal duties, as listed in the Bylaws, are to transact all business of the Alliance not otherwise specified for another body in the document; and to elect the Nominating Committee and the officers.

Credential cards and badges—

Delegates and alternate delegates must carry their credential cards and wear their badges at all activities during the Annual Meeting.

Tickets for Meal Functions

All meal functions will take place at the Drake. You will receive the tickets you pre-ordered when you register. If you haven't pre-ordered, you may purchase tickets on site, if space is

*state assignments in white

[Emma Borders, Louisiana](#)

Indiana
Kentucky
North Carolina
Pennsylvania
Virginia
Washington

[Barbara Hanas, Iowa](#)

Illinois
Maine
Michigan
Minnesota
Missouri
Wisconsin

[Kathy Lariviere, Iowa](#)

Georgia
Mississippi
New Hampshire
Ohio
Texas
Wyoming

[Debbie Lazarus, Colorado](#)

Colorado
Florida
Nevada
New Mexico
Oregon
Utah

[John Lovin, North Carolina](#)

Alabama
District of Columbia
Hawaii
New Jersey
South Carolina
Tennessee

[Jeanie Owen, Nebraska](#)

California
Idaho
Iowa
Kansas
Montana
North Dakota
South Dakota

[Barbara Savage, Iowa](#)

Connecticut
Delaware
Massachusetts

available for the function. Please note that tickets for the AMPAC breakfast on Monday, June 16, are complimentary, but must be ordered in advance. Tickets for guests are available for all meal functions and also must be ordered in advance or purchased onsite, if available.

[Click here to read more about Annual Meeting preparation...](#)

3. Annual Meeting Practical Matters

Here are some tips to help you prepare to take full advantage of the meeting and to assist you with convention basics.

Dress Guidelines

Business casual is appropriate for all meetings. Black tie optional is suggested for the Annual AMA Alliance Prestige Awards Gala Dinner on Sunday. A sweater or jacket that can be worn or removed may make you more comfortable in the meeting rooms, since hotel temperatures are not predictable. Bring with you only simple jewelry to wear, since you will need to carry it with you or place it in a hotel safe deposit box.

Weather

In mid-June, Chicago temperatures are usually in the mid-80s. However, for the latest weather conditions, watch the weather channel, or access the Internet.

Before Leaving Home

Leave the telephone number of The Drake (312-787-2200) with your family, as well as a list of credit cards and other important documents that you carry with you.

Airport Transportation and Parking

The airport bus stops in front of The Drake. The fare to and from O'Hare Airport is \$27 each way, and \$49 round-trip; Midway Airport, \$22 and \$37 round-trip; however, a discount ticket for \$2 on a round-trip purchase was included with your handbook material. Please note that the service to O'Hare runs daily from 4:30 a.m. to 10 p.m.; and the service from O'Hare to downtown runs from 5:15 a.m. to 11:30 p.m. The service to Midway runs daily from 4:45 a.m. to 9:15 p.m., and the service from Midway to downtown runs from 6 a.m. to 10:30 p.m. Taxis are available if you arrive in town when the bus is not in service. If you are traveling with someone else, you may wish to share a taxi, to reduce your cost.

If you prefer to drive to the convention, 24-hour self-parking is available at The 900 North Michigan Self-Park, 911 N. Rush St. Two guards are on duty at all times, with escort service to your car, available upon request. The rate for a 24-hour period is \$33. For further information, call 312-915-3940. Additional parking is available at Valet Parking, 100 East Walton Street. The rate is \$30 for a 24-hour period. For further information, call 312-202-0883.

At the hotel, the doorman will take your luggage, and a bellman will take it to your room. This may mean tips for both.

[Click here to read more about Annual Meeting general information...](#)

Nebraska
New York
Oklahoma
Vermont

[Susan Todd, Texas](#)

Alaska
Arizona
Arkansas
Louisiana
Maryland
Rhode Island
West Virginia

4. Committee News

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

2007-08 AMA Foundation Committee End-of-Year Report

Mission--To support and promote the programs of the AMA Foundation, educate members to the importance of and need for AMA Foundation programs, and to provide program assistance on fund-raising for AMA Foundation to state and county Alliance leaders and members.

Members: Dinah Goldenberg, Chris Igler, Karen Morris, Rita Seymore, Anne Turnbaugh, Dee Loge-Wacker

This has been a very rewarding year for the 2007-2008 AMA Foundation committee. We adhered to our theme "Leading by Example" throughout the year with fundraising efforts at national and regional meetings. Committee members have supported their states through regular email and telephone contact. The committee strived to give inspiration and knowledge to our state and county membership, along with renewed support for the AMA Foundation.

At the beginning of the year we recognized the need to educate our members on the vast array of Foundation projects. This has been accomplished in part through the monthly features in the e-newsletter.

A very successful program was held at LDC. Our Idea Fair display included:

- A PowerPoint presentation
- Computer set-up with online excel submission form demonstrating its use
- All Foundation materials (cards, forms, flyers, handbook etc)
- Sign up for Foundation E-newsletter
- Committee members available to answer questions

The roundtable discussions focused on our handout entitled *Top 10 Things Needed for a Successful Fundraiser*. General questions and problems were raised at individual tables. It was very helpful to have AMA Foundation staff member, Dina Lindenberg, present to answer questions.

This year, a general fundraising session was held at the National Advocacy Conference in Washington D. C. Tiffanie Lockett, Director of Development, American Society of Hematology, was our guest speaker. She did an outstanding job and was very well received by the attendees.

The 2008 Fund for Better Health categories are:

The committee's fundraising efforts included our first Boutique for Better Health at Annual Meeting. This raised \$595. At LDC we raised a significant amount through simple fundraising examples. The annual national sharing card raised \$4270. The Southern Regional and North Central meetings raised impressive sums. We also included a "Fundraising Tip of the Month" in each issue of the e-newsletter to help promote how varied fundraising events can be.

Going forward, perhaps the most significant change is that the AMA Foundation leadership has recognized the need to work with the Alliance to create a new marketing initiative of

Foundation programs for the Alliance. The committee has already begun an excellent working relationship with Steven Churchill, the new Foundation Executive Director. This will be an exciting focus for the 2008-2009 committee to work towards.

Thank you to all committee members whose support and dedication this year have made my job a pleasure. I would also like to extend a special thank you to Harry Bauer, our staff liaison, without whom we could not do our jobs.

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

Health Promotion Committee Members: Jo Terry (TN), Chair, Rose Kuplesky (LA), Barbara Mannisi (PA), Karen Schroeder (NV), Terry Rifkin (IL), and Julie Weir (NE) are pleased to share a summary of our committee efforts.

- **Screen Out!** has been a major focus for our committee to promote with our state counterparts. We strongly support this project and urge every state and county Alliance to participate with petitions, endorsements, and letter writing.
- **Walking Challenge** completed a successful six month campaign on March 1. Twenty-seven teams of five members exceeded our challenge to walk the equivalent of miles between Lake Michigan and our nation's Capitol with 76,300 miles logged! The **Red Hot Chili Steppers** from Texas won the challenge with an amazing 7,828 miles. Congratulations to all who participated in this effort to improve their health.
- A new **Youth Health Fact Sheet** on *Adolescent Body Image* joined six others: Youth Health & Safety, Internet Safety, Youth Substance Abuse, Teen Sexuality, Healthy Lifestyles & Nutrition, and Bullying. This information targets parents and caregivers of teens. These timely topics are available from the Alliance Web site and can be downloaded for free.
- **The SAVE Initiative** remains popular and relevant, as we continue to see the effects of violence in our world. *I Can Be Safe* and *I Can Be Healthy* are being offered at bargain prices. Two other booklets, *Hands Are Not for Hitting* and *You Can Handle Bullies* were updated last year and remain favorites for community use. Our focus on bullying prevention was recognized by the AMA in Dr. Magee's online blog recently.
- **Faux Paw/Cyberbullying** projects are being implemented in Alliances across the country, with Alliances in MD, NV and UT having participated in community media events with Symantec Corporation.
- **Disaster preparedness** was addressed at the request of our president, Dianne Fenyk, through a special feature in *Alliance Today* in September 2007. This topic remains timely as natural disasters have been affecting our nation, the world, and our members.
- **When Not to Keep a Secret**, a project of the American Psychiatric Association Alliance, was promoted at our national meetings and through our Web site. This essay project for 9th and 10th graders provides a nice complement to our SAVE activities.
- **Health Awareness Promotion Grants** were received, reviewed, and \$2100 was granted for seven projects. Grants of up to \$500 are available for state and county health projects that support our policies. It is an open grant cycle with an online application.
- Three **AMA Alcohol Awareness Grants** of \$1,000 remain available. These grants are handled directly through the AMA and the guidelines are very specific.
- **What Projects Are Being Done by our members?** To answer this question, an

online survey was sent in February, and we received excellent information from the respondents. We learned that the top four topics and projects, in order, being implemented are: SAVE, Screen Out!, childhood obesity programs, and Faux Paw.

The responders identified collaboration with others in their community—medical societies, schools, hospitals, and other groups to support and coordinate efforts. An impressive 79% said that they receive publicity for their efforts.

We also asked their opinions about our national priorities and the responses reflect their beliefs that the top four topics listed above should continue to be our national priorities.

- **PowerPoint Presentations** were developed for the 2007 Annual meeting and for the LDC Round Table sessions. We are happy to share these for local and state use.
- This year's **Health Awareness Promotion Awards** will be presented at Annual Meeting to:
Northeast Mississippi Medical Society Alliance, (Tupelo, Mississippi) for their project: *Living to See Graduation and Beyond - Priceless: Alcohol Awareness Program*, and **Taylor-Jones Haskell County Medical Association Alliance (Abilene, Texas)** for *Vaccinate Before you Graduate*, for community service projects, and to **Lancaster County Medical Alliance (Lincoln, Nebraska)**, for *Help Fill the Need*, a fundraising project.
- A new and improved Project Bank is available for online access this month. Summaries of all the recent HAP Award winning and other submitted projects will once again provide a ready resource to the creative Alliance health promotion programs for which we are recognized.

HP 2007-08 Chairman Jo Terry represents the Alliance on the AMA's National Advisory Council on Violence and Abuse (NACVA). At our Annual Meeting, we will consider a resolution addressing the *Health Care Costs of Violence & Abuse Across the Lifespan*.

Integrated Marketing Communication (IMC) Committee **From Mary Meyers, IMC Chair**

Mission--To increase national and local visibility for the AMA Alliance, its members and accomplishments on behalf of better health care and access to health care for all Americans.

Members: Mary Meyers, Chair; Ann Faris, Siggie Stillman, Julie Newman, Gail Arthur, M.D., Jenny Buell, Doris Folger, and Harriet Hodgson.

The IMC Committee met via online chats, usually twice monthly. The committee's progress on their strategic goals include:

1. Development of the Elevator Speech

IMC was charged with the development of an "elevator speech", i.e. what you might tell a nonmember (in a 30-60 second encounter) about who we are and what we do. The result: *The AMA Alliance is a grassroots volunteer organization affiliated with the AMA that's dedicated to educating and advocating for healthier communities and lifestyles. Most of our 25,000 members are spouses of physicians and physicians-in-training, but we include many physician members who support and participate in our work in our communities.*

2. Web Site Review

We continued the ongoing web oversight with sections of the AMAA Web site assigned to each member. Typos, outdated information, dead links and suggestions for retooling were

given to our capable staff contact, Leia Vincent, who then made the changes that could be made without a significant budget impact. We also made recommendations for the overall look and organization of the Web site which we hope will be implemented in the future overhaul of the Web site. We specifically would like to see it organized according to the three benefits of membership: Belong, Make a Difference, Grow. One of our recommendations, that our Web site be a standalone site with a link to the AMA site, was put into effect this year, thanks to the efforts of Jo Posselt, Rosetta Gervasi and Leia Vincent. Rosetta and Leia are to be commended for the improved content and navigability of the Web site.

3. Branding Efforts

We conferred with MAC on the contents of the Membership Toolkit and gave input, along with MAC, on the reworking of the membership application. When the new membership brochure was ready for printing and posting on the Web site, we reviewed the branding of the brochure. We also approved the branding of the literature put out by the AMA Insurance Agency citing their insurance as a benefit of AMAA membership.

4. The Assessment Tool

Our plan to collaborate with Patti Walden Shirazi on the marketing planner "Cultivating a Healthy Alliance", developed with the 2006-07 IMC Committee, never became a reality. The planner morphed into an assessment tool for county alliances and moved out of our purview.

5. Development of an Editorial Service

One of our strategic goals this year was to launch an editorial resource to assist state and county leaders charged with newsletter or Web site production with ready-to-print content with the AMAA name attached. Our committee members first brainstormed topics, then wrote 200-600-word articles that would fill this need. Leia is building a site where leaders can access these articles for their use. Future plans for the site include templates for e-newsletters.

Staff Liaisons:

Leia Vincent – leia.vincent@ama-assn.org

Rosetta Gervasi – rosetta.gervasi@ama-assn.org

Legislative Committee News

From Pat Hyer, Legislative Committee Chair

AMAA Legislation Committee:

It has been a pleasure working as Chair of the AMAA Legislation committee. This past year we have had lively debate on many issues facing healthcare and our families today. We have actively participated in the AMA National Advocacy Conference. We are a true partner with the AMA and an advocate for patients across this country.

The battle still looms as we fight to stave off the Medicare physician payment cut of 10.6 percent scheduled on July 1, 2008. We need YOU now more than ever to tell our legislators to STOP the pay cuts and extend the positive 2008 update through the rest of the year and provide a positive 2009 update that covers increases in medical practice costs!

I want to thank the members of the 2007-2008 AMAA Legislation committee for their hard work and dedication on behalf of our members. Emily Hill, South Carolina, Keely Hunsaker, Texas, Mary Shuman, Missouri (incoming Chair of AMAA Legislation Committee), Sue

Vegors, Tennessee and Rosemary Xavier, Florida.

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

“Membership Tools for Today and Tomorrow!” MAC’s emphasis is currently on a new AMAA resource, “Twelve Months of Membership” which was created as an aid for states/counties to manage their recruitment and retention activities. It makes a great handout but is also available online for leaders to customize their own Alliance membership calendars. Ideas for getting members involved are highlighted for those who do not participate or are not as apt to renew their membership.

More membership tools currently available on the web site:

- Membership reports – use these to track your membership
- Retention reports – these reports will provide data on the number of members who have renewed from the prior year
- Membership comparison by year – this demonstrates that we seem to be holding steady on membership after a decade of decline
- Dues processing guidelines and templates – These tools are designed to help process dues more accurately and efficiently. Membership Chairs and Treasures are urged to work together to make sure that dues submissions are sent to the national office accompanied by a roster, so that we can identify the dues received.

In closing, the 2007-2008 Membership Advisory Committee wants to acknowledge the hard work of our state and county membership committees for their efforts this year. We look forward to hearing the Membership Development Project award winners and hope they will continue to compel and to inspire you. We also want to thank the AMA Alliance for giving us the opportunity to serve our membership. It has been a great pleasure and honor for all of us!

The 2007-2008 Membership Advisory Committee

Carole Daley, Chair
Sharon Andresen
Sharon Cecchi
Gail Kacich
Barbra Moody
Debbi Ricks
Sarah Sanders

Staff Liaisons:

Julie Ziegler, Director, AMAA Membership Marketing and Services
Stephanie Sacriste, Membership Marketing

Young Member Connection (YMC) Task Force By Nancy Kyler, Task Force Chair

Mission--The mission of the Young Member Connection Task Force has been to identify the needs, interests and behaviors of RPS/MSS members and potential members in order to

determine the most effective ways to approach them for continued and new membership.

Members: Nancy Kyler, Chair, Kendall and Lisa Allred, Arizona, Gretchen Dupps, Ohio, Ann Hurd, California, Darla McVay, Pennsylvania, Amy Ostendorf, Iowa, Ashlie Schooler, Oklahoma and Jill Youse, Minnesota

The Task Force has been meeting on a regular basis via conference call, AIM and Student Doctor Network chat rooms and Student Doctor Network private forum.

Three articles have been contributed by members of YMC Task Force, Amy Ostendorf and Darla McVay, for AMA Alliance publications. Topics included "Student Loan Repayment Act, Call to Action H.R. 2669," "YMC Task Force Survey," "YMC Task Force Progress."

A survey developed by the YMC Task Force was given to the RPS/MSS members present at LDC and sent to the current AMA Alliance RPS/MSS members in which the AMA Alliance had e-mail addresses.

- From this information, recruitment and retention materials are being created by the committee (with staff direction) for AMA Alliance use. Task Force members have received all available RPS/MSS materials for review.
 - Under consideration for development--downloadable MSS/RPS membership form/application insert to be used with current membership applications.
 - The Task Force felt the most effective way to promote the RPS/MSS programs of the Alliance is through a series of power point presentations that could be used by Alliance members as a promotion tool to RPS/MSS potential groups.

[To continue reading about YMCTF efforts, click here...](#)

5. Items of Interest:

IMC Developing an Editorial Service Site

One of our strategic goals this year was to launch an editorial resource to assist state and county leaders charged with newsletter or Web site production with ready-to-print content with the AMAA name attached. Our committee members first brainstormed topics, then wrote 200-600-word articles that would fill this need.

Already completed articles include: Siggie Stillman's explanation of the use of the elevator speech (already on the website), Julie Newman's take on "Why Vote? For Physicians and Their Spouses", Harriet Hodgson's "Safety for Alzheimer's Patients" and "Heart Healthy Meals". In the works: Fast Facts on the AMA Foundation, How to Talk to Your Legislators, CyberSafety/Cyberbullying, How to Access Resources on the AMAA Website, Violence Among Adolescent Girls and Medical Economics Issues for Partners in Practice.

Our staff liaison, Leia Vincent, is building a site where leaders can access these articles for their use. Future plans for the site include templates for e-newsletters.

Tell us what you think of the Alliance Web Site

The Alliance is starting Phase II of the Web site development. For the last couple of years, since the launch of the [AMA Alliance Web site](#) in 2006, we have been testing the content and navigation and are in the process of making it the best resource for members that it can be.

Take five minutes to tell us about your Web site experiences. It is your turn to let us know what you think about the Web site to help us in our strategic planning for reorganizing and restructuring. All comments and feedback are welcome.

[Click here to download the survey and voice your opinion...](#)

Foundation Making Progress

The final year-end AMA Foundation Contribution Report for 2007-08 is now online. The last *AMA Foundation Connection* issue for this year was sent in mid-May.

We end this year with a decrease, but a very small one. It was not Massachusetts that helped the cause--there was speculation that their usual late-in-the-year fundraising would roll in at the end. Two other states saved the day, Alabama and South Dakota. With a batch that included one very large donation for 15K, South Dakota more than doubled their efforts from last year. Alabama came though in the end, having a deficit all year long and closing the year with a four-thousand-dollar increase.

Congratulations to all states and their efforts, but especially those states that excelled this year.

6. 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 |
| September 12-20 | Classical Greece Tour |
| 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 | |

