



LEADER'S DIGEST

Building healthy communities.

September/October 2008

Leader's Digest

In This Issue

1. Welcome to *Leader's Digest!*
2. Leadership Expert Donald Palmisano Talks the Talk and Walks the Walk
3. Committee News
4. Success Stories
5. Items of Interest
6. AMAA Dates to Remember

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.

Co-Editors:

Rosetta Gervasi
Rosetta.Gervasi@ama-assn.org
Phone: 312-464-4473

Leia Vincent

Leia.Vincent@ama-assn.org
Phone: 574-876-2814

2008-09 Officers

Sandi Frost, President
Nancy Kyler, President-elect
Kathy Lariviere, Secretary
Susan Todd, Treasurer
Dianne Fenyk, Immediate Past President

1. Welcome to *Leader's Digest!*

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.

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

Leadership Expert Donald Palmisano Talks the Talk and Walks the Walk By Rosetta Gervasi

In any moment of decision the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing.

~Donald J. Palmisano, MD, JD, paraphrasing President Theodore Roosevelt

When Dr. Donald J. Palmisano was a small boy, his parents decided that the gang activity in their neighborhood was a negative influence on his impressionable mind, so for a time, they sent him off to boarding school. There, the lonely seven-year old who found himself far from home consoled himself by immersing himself in what became a life-long reading obsession.



Dr. Palmisano and his wife Robin at a book signing at Barnes & Noble

2008-09 Directors:

*state assignments in white

Emma Borders, Louisiana

Delaware
Kentucky
Pennsylvania
Tennessee
Virginia
Washington

Dina Goldenberg, North Dakota

Iowa
Maryland
Massachusetts
Minnesota
Montana
South Dakota

Barbara Hanas, Iowa

Illinois
Maine
Michigan
Missouri
Nebraska
New Jersey
Wisconsin

Patricia Hyer, Texas

California
Colorado
Hawaii
Mississippi
New Mexico
Oklahoma

John Lovin, North Carolina

Connecticut
District of Columbia
Florida
Georgia
Indiana
Rhode Island
West Virginia

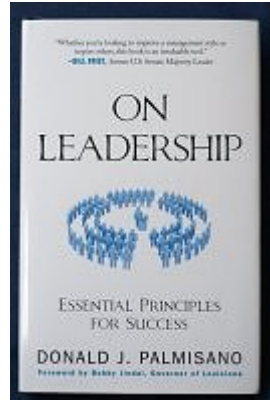
Jeanie Owen, Nebraska

Idaho
Kansas
Nevada
New York
Texas
Utah
Wyoming

Jo Terry, Tennessee

"There weren't all that many books in the library of that small school," he says. "But I think I must have read every one. When the 'brother' (monk) came by to do a bed check, I would be quiet, but after he walked by, I would use my small flash light and read under the covers 'til all hours."

That innate spirit to know everything he can about a topic before he talks about it—to do his own research—is one of the components of Palmisano's perspective on what it means to be an effective leader. "A good leader is fully informed," he says. "If he doesn't have what he needs to make a decision, he goes out and gets the missing information—he finds more facts, brings in the expert and decides for himself."



Walking the Walk

Palmisano should know. He has been talking the leadership talk and walking the leadership walk for many years and continues to be a leader on many fronts. He served as president of the Louisiana Medical Society from 1984 to 1985, was elected to the AMA Board of Trustees in 1996, served as AMA Secretary-Treasurer in 2001, and was AMA president in 2003-2004. Today, Palmisano continues his leadership roles by serving on the Board of Governors of the National Patient Safety Foundation, the Board of Governors of Tulane University Health Sciences Center, the editorial board of the *Journal of Patient Safety* and the Board of Governors of the Doctor's Company.

[Click here to read more about Dr. Palmisano...](#)

3. Committee News

Health Promotion (HP) Committee News

From Sue Vegors, HP Chair and Jo Terry, Immediate Past HP Chair

This year's SAVE Day emphasis takes on another level of recognition from the AMA as we work in collaboration with our physician organization, the Council on Violence and Abuse, and the Family Violence Prevention Fund to educate and empower our Alliance members to address the issues of family violence. Note the following AMA e-newsletter story:

Oct. 8 Devoted to Violence Prevention; Free Resources Help Physicians Address Issue

The AMA, the AMA Alliance and the Family Violence Prevention Fund have teamed up to devote Oct. 8 as a time to strengthen health care's response to violence and abuse. On this day, the medical community will observe Stop America's Violence Everywhere (SAVE) Day and Health Cares About Domestic Violence Day—both held annually on the second Wednesday of October.

Created by the AMA Alliance, SAVE Day is reserved for physicians' spouses working together across the country to reduce violence, while Health Cares About Domestic Violence Day, sponsored by the Family Violence Prevention Fund, is aimed at educating members of the health care community about the critical importance of assessing for domestic violence. The AMA is a co-sponsor of each one of these days.

Alabama
Arkansas
Louisiana
New Hampshire
South Carolina
Vermont

[Julie Weir, Nebraska](#)

Alaska
Arizona
North Carolina
North Dakota
Ohio
Oregon

A variety of free patient education materials and clinical resources for different medical specialties are available to help physicians address this issue in their own practices. Visit the AMA's [Web site](#) to view and download each one.

Learn more about the [AMA](#), [AMA Alliance](#) and the [Family Violence Prevention Fund](#) and their roles in violence prevention.

Integrated Marketing Communications (IMC) Committee From Gail Kacich, IMC Chair

The IMC Committee is off to an enthusiastic start this year. One IMC member is assigned to each director and the committee is meeting online at least monthly. IMC and AMAA staff completed the following accomplishments this quarter:

- **Director Contacts.** IMC members are staying in touch with directors to provide support to their states, as needed.
- **Google Search and Site Map.** IMC supported staff in researching the feasibility of implementing a site map and Google search within the AMAA Web site.
- **Leadership Development Conference.** Three IMC Committee members will be attending LDC. They agreed to combine their resources with the MAC Committee during LDC. IMC will provide Web site assistance during the MAC expo and attend the MAC sessions.
- **Social Networking.** IMC has begun a selection process to recommend a social networking tool for Alliance leaders.
- **Revenue Generation.** IMC and staff continue to brainstorm ways to use the Alliance Web site for revenue generation. The Alliance must increase web use to make the site more valuable to potential advertisers.
- **Web site Monitoring.** IMC members will monitor the Web site by section to keep content current. Rosetta Gervasi has implemented a "Web Watcher" program inviting Alliance members to help us spot areas that need updating.
- **Google Analytics.** IMC recommended the Google Analytics tool for Web site statistical analysis. Google Analytics is now installed and is now capturing extensive Web site usage statistics. For example, IMC can assess Web site use by state, by city, by operating system of the user and by specific web page accessed. The data is exhaustive; Director of Communications and staff are reviewing what level of detail to provide to the Board.

Legislative Committee News From Mary Shuman, Legislative Committee Chair

The Belle Chenault AMPAC Award for Political Participation is presented every two years. This highly prestigious award recognizes physician spouses for their volunteer activities in a state or federal campaign. This is a critically important election year. Let's recognize our outstanding Alliance members who advocate on behalf of the family of medicine. Nomination details will be released soon.

[Click here to read more about the Belle Chenault Award and check back often for 2009 nomination information as it becomes available...](#)

Membership Advisory Committee (MAC) Update From Sarah Sanders, MAC Chair

We are fired up and looking forward to serving those of you attending the upcoming LDC, October 5-7, 2008! Our title for the Membership Interactive Program Rounds on Sunday afternoon is "Hitting a Homerun for Membership". These sports themed mini-sessions, of which you will have the opportunity to participate in at least two, include such topics as "Getting Your Gameplan Together" (12 months of membership calendar), "Tag Teaming" (dual billing), "Jockeys & Gymnasts: Pint-sized but Powerful!" (Small county alliances), "There is no I in Team--Working with Superstars & Prima Donnas" (handling negativity/disruptive members), and "The Global Draft" (recruiting males and minorities). A complete list of topics will be included in your meeting packet.

As always, membership tools are available to you 24/7 in the [Leadership Portfolio](#) on our Web site, including contact information for the Membership Advisory Committee members.

4. Success Stories

SAVE Day Observances **By Marie Lurquin, Health Promotion Committee**

A quick and easy idea was submitted by Eileene McRae of the South Mississippi Medical Alliance. She hands out the Talk to Your Kids About Bullying bookmarks at Halloween. Eileene offers the bookmarks to each parent as they come to the door with their children and asks them to please read the bookmark and talk to their children about bullying. This is a simple but effective way to reach children and their parents.



Joann Johnson, Colorado Medical Society Connection President, connected the county HP Committee with Uschi Hall, Immediate Past-President of the Mesa County Medical Society Alliance and current SAVE coordinator. For the past ten years, Mesa County has displayed banners done by 2nd grade classrooms at the Mesa Mall clock court from mid October to the beginning of November. Uschi writes that the Mesa Mall hosts a big Trick-or-Treat event each year and the banners can be seen by many kids. Kids like to share the banners with their families. They believe displaying the banners at the mall gives them wide exposure and reaches many kids. Uschi also writes that she wants to

recognize the efforts of the many county members who have helped bring SAVE to the Mesa County schools. "Without their enthusiasm this would not have been possible. With the beginning of the new school year we are in the midst of preparing for another great year. Teachers and counselors are requesting materials and I'm excited to see many banners displayed at the mall and in schools."

5. Items of Interest:

Save Money on Conference Calling

We're always looking for ways to connect our members with each other, in a personal way, at the lowest cost. Try using free video conference software like Skype or Microsoft Live Messenger. These services are free to download and can connect you with your members with text, voice and even video. To download the free software, go to www.skype.com and www.windowslive.com.

Many of us in the AMAA use Skype. For a voice connection, all you need is a microphone connected to your computer (\$15-25). You can call other people's computers using this service, or you can call their landline and cell phones. If you call their computers and they have Skype, too, the call is free! Or, you can call landlines and mobile phones from your computer for about 2 cents a minute per person connected.

Either way, it's a lot cheaper than conference calling. Compare below the average costs of a conference call for a one hour meeting of 10 people:

Standard 1-800 Conference Calling	Skype
\$72.00	\$10.80
	If only the host has Skype
	Free!
	If everybody on the call has Skype

[To learn more about Skype, click here to visit the Web site...](#)



Looking for back issues of an Alliance periodical—AMA Alliance Today, E-Connection, Leader's Digest, Advocacy Connection?

Just click on a publication in the preceding column to go to the archive pages:

- [AMA Alliance Today Magazine](#)
- [AMA Alliance E-Connection](#)
- [Advocacy Connection](#)
- [Foundation Connection](#)
- [Leader's Digest](#)

Hertz #1 Gold Club

Congratulations! Your AMA Alliance membership entitles you to special benefits from Hertz. Go to hertz.com and link up to AMA Alliance member savings.

- Enjoy low Web rates, special offers and AMA Alliance



member discounts. Depending on where and when you travel, you can save as much as 25 percent.

- Take advantage of faster reservations and rentals for Hertz #1 Club and Hertz #1 Club Gold members.
- Find a convenient location in your neighborhood or around the world.
- And much, much more...

[Click here to read more benefits of the Hertz #1 Gold Club and what you need to get started...](#)

Do You Know a Good Speaker

The Alliance is collecting the names and contact information for effective speakers as a resource in Phase II of the Web site. If you've had a good experience with a speaker, please share with your fellow Alliance leaders. Email your suggestions to Rosetta Gervasi at rosetta.gervasi@ama-assn.org.

6. AMAA Dates to Remember

2008	
October	National Work and Family Month
October 5-7	AMA Alliance Leadership Development Conference I - Fall Session, Chicago, Ill.
October 5-11	National Bullying Prevention Week
October 24	Florida Medical Association Alliance Financial Forum and Membership Meeting. Click here for more information.
2009	
March 9-11	AMA Alliance Capitol Conference - Winter Session, Washington D.C.
June 14-16	AMA Alliance Annual Meeting, Chicago, Ill.
October 4-6	AMA Alliance Leadership Development Conference I - Fall Session, Chicago, Ill.
<i>Click on the Online Calendar for links to calendar events.</i>	
Online Calendar	

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to leia.vincent@ama-assn.org by leia.vincent@ama-assn.org.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



AMA Alliance | 515 North State St, 9th Fl | Chicago | IL | 60654