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# LEADERSHIP LINK

*Building healthy communities.*[www.amaalliance.org](http://www.amaalliance.org)

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AMA Alliance Leadership **LINK**, the ultimate resource for Leadership in the National Know

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**2010-2011 Co-editors:**

Pat Klettke  
patklettke@juno.com  
Jo Terry  
jo.terry@comcast.net

**2010-2011 Executive Committee**

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**Emma Borders**, President-elect  
**Sarah Sanders**, Secretary  
**Pat Hyer**, Treasurer  
**Nancy Kyler**, Immediate Past President and AMA Foundation Committee Chair

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**Useful Links:**

Articles for your use  
Governance Documents  
Strategic Plan Summary  
Members Only Services and Incentives  
Membership Marketing Library  
Project Bank  
Awards and Deadlines  
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**1. Welcome to Leadership LINK!**

Welcome to *Leadership LINK*. 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 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. E-mail co-editors [Pat Klettke](#) or [Jo Terry](#).

**2. Speakers Bureau Deadline is September 1**

The deadline for requesting an AMA representative at your event is fast approaching. Please go to this [link](#) to read the guidelines and submit a request by September 1st. Don't miss this opportunity to connect with your national leadership. Here is a list of some state meetings with their assigned AMAA Speakers' Bureau representatives, if applicable:

September	9-10 Mississippi Fall Meeting, Jackson 10 Utah Convention and HOD, Salt Lake City, Keely Hunsaker 10-12 Colorado Annual, Vail, Pat Klettke 12-13 Tennessee UPDATE!, Knoxville 20-21 Kentucky Annual, Louisville, Jo Terry 24-26 Indiana Annual, Indianapolis
October	1 Nebraska Annual, Lincoln 7-8 Oregon Fall Session, Portland 14-15 Texas Fall Conference, Austin 19 South Carolina Fall Conference, Columbia 23-24 Pennsylvania Annual, Hershey, Rosemary Xavier

Do you have an event coming soon? We'd like to share it. Deadline for the next LINK is September 24.

**3. Membership Magic**

By Julie Newman, Chair, Membership Marketing Advisory Committee

Ah, the summer flew by so quickly! Now is the time to begin your membership year. It's the perfect opportunity to start things off on the right foot, to introduce new members to your Alliance and to remind your current group why they belong.

- Plan a kick off picnic or event with your local medical society. Since many families move to new homes during the summer, now is the time to welcome them to your medical community in a relaxed environment. Take the opportunity to invite potential members to all events.
- Encourage your board to host a coffee or evening cocktails for potential new members. This will give them a chance to get to know the leadership and to be introduced to the events for the coming year. Offer a special prize or treat for everyone who pays full dues or has their physician join as well.
- Put together a welcome packet of useful information for your new members. Great things to include are the school calendar, lists of recommended retailers, places to take the kids when the doctor is on call, great local hangouts and popular events, a guide to opportunities for continuing education, and of course, the member directory!
- Set the schedule and publish it. Members want to know what events are coming and how they can help or attend.
- Consider a few events throughout the year for medical couples to mingle. Many physicians regret that they have little chance to meet other physicians outside of their offices or referral patterns.

Try some or all of these and you'll have a great year in membership.

**Note:** Has your state signed up yet for the AMA Alliance Dues Incentive Program this year? Contact [Jo Posselt](#), AMA Alliance Executive Director, for details and to register.

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#### 4. The AMA Foundation Day of Service

The AMA Foundation Day of Service is a new addition to the AMAA and AMAF partnership for medical education and health promotion. Alliances are asked to pick a September date to hold a fundraiser benefiting one of the established AMAF funds. This is a terrific opportunity to bring attention to your alliance and the good work you do, while raising funds for the Foundation. Plan to join California, Indiana, Mississippi, North Dakota and Virginia as a participating state.

If you are not on this list but plan to participate, let the Alliance know by contacting us at [AMAA@ama-assn.org](mailto:AMAA@ama-assn.org). Your event will be promoted on the AMAA and AMAF web sites. Thanks for your service and continued support of the AMA Foundation.

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#### 5. Medical Families Summit - September 25-28, 2010

As you make your plans to attend our Medical Family Summit, be sure to note the sessions that are especially geared to young families. The summit is a great opportunity to interest your community's younger physician families in our national organization.

"I am very excited about the Medical Families Summit and Leadership Conference meeting to be held this fall. During the weekend we will focus on the entire medical family which will be followed by our quality leadership training and networking of county and state leaders on Monday and Tuesday. My husband Joe will be joining with me to welcome everyone to Chicago."

--Susan Todd, AMAA President

We hope you will join us! [Click here to see the full agenda and to register](#). Help us to spread the word to your members about this unique opportunity for medical families.

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#### 6. International Conference on Physician Health 2010

Physicians and physicians-in-training and their spouses may attend the International Conference on Physician Health 2010, "[Physician Health and Resiliency in the 21st Century](#)," as physician couples. The conference will take place Oct. 3-5 in Chicago and includes a separate discounted fee scale for AMA Alliance members and non-members. The non-member rate includes Alliance membership for one year.

AMA Alliance President Susan Todd will welcome participants to this event co-sponsored by the American, Canadian and British Medical Associations. The Alliance will host a special session on medical families statistics and strategies. The conference will explore stress, health, work-life balance, and will suggest ways to live healthier lives with family support.

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#### 7. SAVE Day is October 13

Submitted by Director Rosemary Xavier

For 15 years the AMA Alliance has been committed to combating the growing problem of violence through the [Stop America's Violence Everywhere \(SAVE\)](#) program. Its messages remain relevant in today's world as Alliance groups provide the hands-on activity booklets for elementary school children. This is a great opportunity to team up with medical societies and local officials to launch local SAVE initiatives. Did you know that:

- SAVE day, the second Wednesday in October, is listed in the national calendar of health observances.
- Alliance members have developed more than 700 anti-violence programs, including mentoring programs, teen hotline cards and mental health seminars.
- More than 2 million pieces of anti-violence materials have been distributed.

Activity books can be ordered [online](#). Hands are Not for Hitting [placemats](#) are also available. Project ideas from past HAP award winners in the SAVE category can be found in the [Project Bank](#). Check out this year's HAP award winning project from Mesa County, Colorado for inspiration to help your alliance observe SAVE Day on October 13<sup>th</sup>.

**Apply for Free Alliance Publications:** The AMA Alliance Health Promotion Committee is offering mini-grants of 100 copies of our children's activity books *I Can Be Safe* and *I Can Be*. All members who know of a project, school or community group that would benefit from the books are encouraged to apply. For an application, email [amaa@ama-assn.org](mailto:amaa@ama-assn.org).

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## 8. Celebrating Success

Our own Jo Terry was selected to receive an award from her community largely due to her efforts with the SAVE program. [Click here for more information about this honor.](#)

Congratulations to Maryland's Alliance to MedChi Co-Presidents Michele Kalish and Adriana Zarbin, who received Governor's Citations for their commitment to supporting the practice of medicine and to the enhancement of the public health and well-being of the citizens of the state of Maryland. The citation was presented at a MedChi Board of Trustees meeting. Thanks to Director Mary Shuman for sharing this good news.

Cami Pond shared this information about Indiana's successes:

"By partnering with our medical society, our Alliance successfully helped to defeat the Lay Midwife legislation before our General Assembly last January which asked that 18 year olds, without a high school diploma, be allowed to legally deliver babies, do surgeries and prescribe narcotics to our mothers in labor!"

Cami reports great success with fundraising. Counties combined to award over \$15,000 for nursing and allied health scholarships. Cami presented a check for over \$16,000 to the Dean of the Indiana University School of Medicine for medical scholarships. The state supported the AMA Foundation and also joined with other North Central States to support the newly formed Honor Fund.

If you know of similar accomplishments, we want to know! Send them to our co editors, [Pat](#) and [Jo](#), to share in future issues.

[Share with a leader.](#)



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

