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LEADERSHIP LINK

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

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Useful Links:

Articles for your use
Governance Documents
About the Alliance
Strategic Plan Summary
Members Only Services and Incentives
Membership Marketing Library
Project Bank
Awards and Deadlines

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. Membership Tips from Your MMAC

1) The magic bullet for membership growth is the personal ask! If this is something that is outside your comfort zone, it's OK to partner with another Alliance member to lay the ground work and extend the invitation. Always be upbeat and enthusiastic about why YOU are a member and what the Alliance means to you. The prospect may not always get the same value, but they will be hooked by how others feel about the organization.

2) Create different categories of membership while paying the same dues. We know that members engage with the Alliance in different ways at specific times in their lives. For retention, we don't want people to stop paying their dues just because they don't feel like this year they can engage to the same capacity. So develop a strategy where, with each renewal, the member has the option to be a "caring" member and will not be called upon to assist in programs, and an "active" member who will volunteer to help meet the goals of your Alliance throughout the year. Be clear to your membership what the expectations are in each category and that you hope EVERYONE will be an active member at some point.

3) Always encourage unified membership. Without the grassroots financial support of the county members, the leadership will not be supported and developed through state and national channels. While it may be hard for the grassroots member to grasp the importance of the interconnections of all three, it's important to note that without members, leaders don't emerge; without trained and supported leaders, the local Alliance could fold.

4) Streamline your Alliance to build for the future. If you notice that you have requirements for a large number of board members or committees and that you cannot fill those slots, then it's time to eliminate any unnecessary positions. By getting back to the essentials you won't burn out your leaders and everyone has a chance to support the programs and goals. This will also give you breathing room to focus on building the Alliance that your current and future members would want. Furthermore, when a new member joins take the time to mentor them so they feel comfortable in your Alliance. Just because they agreed to be a member doesn't mean you put them to work immediately (unless they ask, then go for it!)

An important reminder while on the issue of membership: Although delegate counts for the AMAA Annual Meeting are a thing of the past, submitting national dues before March 31 is still vital. Our budget for next year is based on membership dues received by that date. If they are all held until April, May or June, those funds will not be available to budget for use. Please do your best to encourage your states and counties to send in those dues!

3. More Thoughts on Membership

Submitted by Donna Rovito, President Elect, Pennsylvania Medical Society Alliance

AMA Alliance members need to acknowledge the "800 pound gorilla in the room" — namely, objections to the AMA's endorsement of the "Patient Protection and Affordable Care Act" (PPACA) and how it affects membership.

Dues Processing Help
Contact Us

Other Useful Links:

AMA Launches Web site for news on Health System Reform

As implementation of Affordable Care Act provisions proceeds, the AMA is responding to regulatory proposals being issued by various federal agencies. Following is a link to the AMA's microsite (<http://www.hsreform.org/>) that is a repository for news and resources about the law that Alliance members may find useful.

Alliance Resources Against Bullying

With bullying being so much in the news again recently, here is a reminder of links to our resources on that topic.

Regardless of where we stand personally we must all continue to stress the good works of both organizations. We must convince those who want to quit that disagreement on one policy issue isn't an adequate reason to toss out 163 years of service. Plus, a physician cancellation can affect the spouse's Alliance membership as well.

I tell physicians who read my newsletter that if they don't like AMA's policy positions they need to get involved at local levels, and eventually THEY will be able to affect policy, because the process is just like Congress. The president and staff implement policy set by elected representatives from each state, and states rely on elected representatives from the counties.

Media reports have painted the AMA as a monolith more focused on the CPT code franchise than member doctors or patients. NOTHING could be further from the truth, and it falls on us to debunk those deliberate mischaracterizations.

At the recent Alliance Leadership Conference we heard from AMA chair Dr. Ardis Hoven and President Dr. Cecil Wilson. Even to those who disagreed, it was clear that these doctors support the PPACA because they **honestly believe** it will benefit their patients. Period. No ulterior motives, no financial incentives. They acknowledged that we still need tort reform and a fix for the SGR, but it was obvious they were "sold" on 32 million more patients having health insurance despite other flaws in the bill.

There's no guarantee that we or our spouses will agree with every AMA policy choice. But the AMA has a LONG history of support of the Alliance, and we need its experience and infrastructure to do our best work, just as we need our state Alliances to do our best work in the counties.

Alliance members must acknowledge the "breach" in the medical community over this issue. Ignoring it instead of finding ways to overcome it is short-sighted. And throwing out the proverbial baby with the bath water is just foolish.

4. AMA Alliance Grassroots Honor Fund

By Jean Howard, AMAA Past President

I would like to invite all of you to become part of a new initiative, the AMA Alliance Grassroots Honor Fund. This will be a permanently endowed fund within the AMA Foundation that will award a \$10,000 scholarship annually to a 4th year medical student. The recipient of this scholarship will have an interest in and commitment to women's and/or children's health issues through volunteer activities and/or research initiatives.

We have raised the initial \$100,000 in order to establish the fund, now we are working to get the fund to \$250,000 so we can begin to award scholarships. (In fact, we are at \$120,000 so as we have \$130,000 left to raise, we are almost halfway to our goal!)

We are asking states and counties to help us so we can start gifting scholarships in 2011. Just think, if every state and county across the US raised \$500 or \$1,000 for the fund this year, we would easily meet our goal! So my challenge to all of you is to help us by having a fundraiser specifically for the AMAA Honor Fund. Contributions of any amount will be welcome from states, counties or individual members.

We consider this a perfect time to showcase the fundraising capabilities of the Alliance and we hope you will join us in this endeavor. Contributions should be made payable to the AMA Foundation with a note in the memo line of the check that it is for the AMA Alliance Honor Fund and mailed to the AMAF at 515 North State Street, Chicago, IL 60654. Or you can donate online at www.amafoundation.org

If you have any questions about the fund, please feel free to contact me at jcharityh@charter.net or call me at 231-947-0505.

5. Summit Responses

We had great response to our post conference survey and appreciate every one of you who took time to share your comments. The top positive comments were about the opportunity to bond and network with other Alliance members, the quality of our speakers, and the leadership development training that was offered. Suggestions for improvement included reducing the cost, having fewer, more in depth sessions, and adjusting the dates for future fall conferences.

Each response has been reviewed for implementation as we move forward. Thanks again

for attending the conference and for taking time to pass along your well considered responses.

6. AMA Alliance Connecting with AMA Medical Student Section

At the request of the Communication and Integration Committee of the AMA's Medical Student Section, the AMA Alliance provided an article that described the Alliance and how it benefits physicians-in-training and their families. After describing Alliance members and our activities, the article went on to say the following:

As you learn ways to survive the tough medical training years and to balance family and residency, it helps to have a strong network that includes others in your situation. As physician couples who understand and care about the family of medicine in this country, the AMA Alliance is an important part of your support network.

The AMA Alliance provides many benefits aimed at supporting our members during the training years:

- *Membership that travels with you--Chances are that you will relocate following medical school, residency, or fellowship training. We can help connect you to your new community before you move so that an Alliance member can help you with the transition to a new community.*
- *Waived registration fee--for Resident Physician Spouses and Medical Student spouses who attend the Alliance's Leadership Development Conference.*
- *Financial Assistance--Since 1952, with our counties and states alliances, the AMA Alliance has raised over 60 million dollars for scholarships awarded to medical students by the AMA Foundation. Furthermore, an Alliance Honor Fund has been created that will be directed toward student scholarships.*
- *Assistance and support for local medical student spouse and resident spouse groups at the county, state and national levels.*

We were excited to share these thoughts with the Medical Student Section and will continue our combined efforts to strengthen that relationship. Reach out to your local Physicians-in-Training and their families to see how you can build on these efforts.

7. Successful Community Projects

Iowa

38,000 *Carelines—Help for Teens in Need* cards were prepared by the Iowa Medical Society Alliance for distribution to all seventh grade students in Iowa. *Carelines* is a joint health project of the Iowa Medical Society and the IMS Alliance. Since 2002, these crisis cards have been given each autumn to all Iowa seventh grade public school students. The cards provide the students with a list of toll-free resources that address the many struggles adolescents face each day. It is the hope that the availability of free, anonymous and professional resources will provide Iowa youth with needed support in difficult situations.

Kansas

When driving in Kansas something catches your eye: a license tag with a pink ribbon, a sunflower with the words "Driven to Cure". More than 3,391 Kansas drivers have purchased the \$50 Driven to Cure license plates. The annual \$50 tax-deductible donation to obtain/renew this beautiful plate supports the University of Kansas Cancer Center's clinical trial program, ensuring the latest information on breast cancer prevention, early detection and treatment is being shared with cancer care professionals and patients all over Kansas. Kansas Medical Society Alliance spearheaded this invaluable breast cancer awareness project.

Thanks to Mary Shuman for letting us know about these projects.

North Dakota

Dinah Goldenberg, an AMA Alliance Director, has represented the Alliance on the AMA

Foundation board. On September 7, Dinah had the privilege of presenting a \$5000 check to AMAF grant recipient Kennedy Elementary PTA as part of the Foundation's Healthy Living Program. The organization is one of 20 nonprofits across the country that received such a distinction this year.

The Kennedy PTA's project, the "Healthy Lifestyles Expansion Project" is based on its successful 2009 pilot program, which included the Walking School Bus, Bike 2 School Day, Family Fit Nights, and a bike safety education program.

With its grant award, the PTA plans to offer additional free programs and opportunities for families to learn to live a healthier lifestyle. This includes the addition of fitness and nutrition education, delivered in fun evening family events.

Share your successful projects with others. Send a brief description to us for inclusion in a coming issue of Leadership LINK.

8. Final Thoughts

We hope you enjoyed Thanksgiving with friends and family. As we head into the holiday season, our best wishes and many thanks go out to each of you. We are all part of the extended medical family and appreciate what you do everyday on its behalf. Here's looking toward a healthy and happy New Year for one and all!

Our next issue of Leadership LINK will come out January 7, 2011.

[Share with a leader.](#)



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