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# LEADERSHIP LINK

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

January 2011

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. AMA National Advocacy Conference – Washington, DC – February 8-10, 2011**

Get the latest information about this excellent opportunity to work with our elected legislators to make the voice of medical families heard.

<http://www.ama-assn.org/ama/pub/advocacy/get-involved/national-advocacy-conference.shtml>

**3. Feature Article: AMPAC – by AMAA Director Mary Shuman**

The American Medical Political Action Committee (AMPAC) has announced the dates of its 2011 training programs. AMPAC Candidate Workshop is scheduled for February 18-20, 2011. AMPAC Campaign School will take place April 13-17, 2011.

**AMPAC Campaign School** is designed for AMA members and their spouses who wish to become involved in the political process as advocates and volunteers for medicine-friendly candidates. It is organized around a simulated congressional campaign, where participants are put on campaign "staff" teams. Political veterans provide daily lectures on campaign strategy, media advertising, fundraising, vote targeting, speech writing and public speaking. Each team participates in nightly exercises such as creating a campaign strategy, taping a radio commercial, and writing a political fundraising letter.

**AMPAC Candidate Workshop** is designed for AMA members and their spouses who are considering a run for public office. Molly O'Holleran, Nebraska Medical Association Alliance Past President and AMAA Legislation Committee member has this to say, "The Candidate Workshop provided me with a quick study of the background knowledge necessary to run a successful campaign for Nebraska State Board of Education. This information runs the gamut from knowing the legal implications of finance and fundraising to owning your message and being able to communicate it with positive impact to your constituents. In Nebraska, on November 2, 2010, I won with 31,010 votes (60.17%) to my opponent's 20,529 votes (39.83%). A candidate alone does not win races. It is a ripple effect of endorsement on a grass roots level. AMPAC Candidate Workshop showed me the ropes!" We congratulate Molly on her successful campaign!

AMPAC covers the cost of lodging, meals, tuition, and course materials. Attendees are responsible for transportation. Both programs will be held at the Ritz Carlton Pentagon City, Arlington, Virginia. Alliance members married to an AMA member are eligible to attend. Applications are available at [www.ampaonline.org/apply](http://www.ampaonline.org/apply)

**4. Winter Regional Meetings Are Almost Here!**

It's not too late to take advantage of the educational and networking opportunities that will occur across the country in the coming weeks. Give yourself a New Year's leadership boost and attend one of these meetings!

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.

January 14-16 Southern Regional, Orlando, [www.southernregionalalliance.webs.com](http://www.southernregionalalliance.webs.com)  
"Quest for an Enchanted Education"

February. 3-5 Western States Regional, San Diego, [www.westernstatesalliance.info](http://www.westernstatesalliance.info)  
"Unleash Your Potential"

March 4-6 North Central Regional, Minneapolis, [diannefenyk@prodigy.net](mailto:diannefenyk@prodigy.net)

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### 5. Leadership Tips

For most of the country—it's just cold! It's comfortable and warm at home—and it's a great time to reach people in your alliance who are home too! Pour yourself a cup of coffee or tea and get your "to do" list organized. Make January a productive month for membership outreach. A personal phone call from you can brighten the gloomiest of winter days. Reach out to those members you haven't seen, and especially remember to thank those who have helped you in 2010.

Here are some tips from the Harvard Business Review that are "short and sweet". We hope they will help you "beat the winter doldrums" and get your leadership effort for 2011 off to a good start.

*Three Ways to get through your To Do list faster.*

*Self-discipline is hard. Try these three things to make your work more efficient every day.*

1. **Get three things done before noon.** Statistics show that the sports team ahead at half-time is more likely to win the game. Enjoy your lunch knowing that you achieved at least three things in the morning.
2. **Sequence for speed.** Break projects into parts. Take on longer pieces at the beginning and make sure each subsequent part is shorter. If you leave the longest parts for last, you are more likely to run out of steam before the end of the day. (and you'll put off doing them!—editor's note)
3. **Tackle similar tasks at the same time.** The mind thrives on repetition. You can build momentum by taking on similar projects at the same time.

*Adapted from "The Art of the Self-Imposed Deadline" by Steven DeMaio*

And this from "Are You About to Snap? Snap Out of It!" by Annie McKee

*When things get tough, we tend to tap into our worst selves. Try these three ways to be your best self and keep your cool under increasing pressure:*

1. **Stay alert.** Pay attention to what's going on around you and take action. But don't panic—panic only inhibits your ability to make good decisions.
2. **Focus on must do's.** It's easy to feel swamped with a to-do list a mile long. Decide what is absolutely necessary and focus on those items. Try not to let the fire drills creep onto your must-do list. Balance it with those things that will ensure your organization's survival in the long term.
3. **Ask people about what they're going through.** Demonstrate care and concern. It may not be in your power to fix others' problems but you may hear a story that helps you feel less alone in your own thoughts.

It's as easy as 1, 2, 3, 1, 2, 3. Now you're starting the New Year waltzing through your to-dos!

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### 6. AMAA Website Updates

Check out the [Personal Space](#) for the Individual Member tab on our website, where you can find excellent information just for you. Share this with your members!

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### 7. Updated Health Information

An excellent resource on a variety of health issues and community projects to address them can be found at the Robert Wood Johnson Foundation website: [www.rwjf.org](http://www.rwjf.org) Their information is free and you can customize which topics you receive. Utilize the information to help your alliance plan successful health promotion efforts.

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#### 8. Belle Chenault Deadline

The deadline for the Belle Chenault Award for Political Participation is January 31. This award recognizes an AMA Alliance member for outstanding accomplishment through volunteer activities in a political campaign or state ballot initiative. For more information on this award please contact [nancy.battaglia@ama-assn.org](mailto:nancy.battaglia@ama-assn.org).

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#### 9. Final Notes

The [HAP Awards](#) deadline is March 1, 2011. Remember to submit your application by that date for consideration by this year's committee.

Our next issue of Leadership LINK will be distributed February 25, 2011.

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