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	<h1>LEADERSHIP LINK</h1>
<i>Building healthy communities.</i>	<a href="http://www.amaalliance.org">www.amaalliance.org</a>
<p>AMA Alliance Leadership <b>LINK</b>, the ultimate resource for Leadership in the National know</p>	<p><b>July 2011</b></p>
<p><b>In This Issue</b></p> <ol style="list-style-type: none"> <li>1. Welcome to Leadership LINK!</li> <li>2. Responsibility, Reliability</li> <li>3. Relevance, Rededication and Renewal</li> <li>4. References and Resources</li> <li>5. Getting to Know Your AMAA Leaders</li> <li>6. Final Notes</li> </ol>	<p><b>We understand that some of our members have had problems when printing this newsletter. We are here to help! At the top of each email, before the newsletter begins, it says "Having trouble viewing this email? Click here". If you click where indicated, it will take you to a preview version that should print perfectly. If you are still experiencing this problem, please send an email to <a href="mailto:amaa@ama-assn.org">amaa@ama-assn.org</a>.</b></p>
<p><b>2011-2012 Co-editors:</b>  Pat Klettke  <a href="mailto:patklettke@juno.com">patklettke@juno.com</a>  Julie Newman  <a href="mailto:Julienewman64@aol.com">Julienewman64@aol.com</a></p>	<p><b>1. Welcome to Leadership LINK!</b></p> <p>Welcome to Leadership LINK. This AMA Alliance leadership resource is 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. We encourage you to forward this LINK to anyone you feel might benefit from its contents and send us e-mail addresses for leaders who would like to be added to this mailing list.</p>
<p><b>2011-2012 Executive Committee</b>  <b>Emma Borders</b>, President  <b>Pat Hyer</b>, President-elect  <b>Jo Terry</b>, Secretary/Bylaws Chair  <b>Sarah Sanders</b>, Treasurer  <b>Susan Todd</b>, Immediate Past President/AMA Foundation Committee Chair</p>	<p>In this issue, while others in summer school may be honing their reading, writing and 'rithmetic skills, we are highlighting other words that start with R.</p> <p>Your ideas and comments are always welcome. E-mail Co-editors <a href="#">Pat Klettke</a> or <a href="#">Julie Newman</a>.</p>
<p><b>Board of Directors</b>  <b>Sherry Clarke</b>, Legislation Committee Chair  <b>Krista Crawford-Mathis</b>, Membership Marketing Advisory Committee Chair  <b>Pat Klettke</b>, Director  <b>Julie Newman</b>, Director  <b>Mary Rice</b>, Director  <b>Debbi Ricks</b>, Director  <b>Nancy Schneider</b>, Health Promotion Committee Chair  <b>Mary Shuman</b>, Director  <b>Beverly Wright</b>, Director  <b>Rosemary Xavier</b>, Director</p>	<p><b>2. Responsibility, Reliability</b></p> <p><b>Responsibility</b> is what happens when you believe in a concept enough to make it work. Alliance leaders have a responsibility to present the members with options for effecting change. Leaders don't wait for permission or for authority before they take responsibility and act to make a difference. Leaders make the choice to take responsibility when a situation needs to be improved. – Debbi Ricks</p> <p><b>Reliability:</b> Leaders frequently face the challenge of a volunteer who commits to a job or responsibility then fails to deliver as promised. The reasons may be legitimate, such as a family emergency, but often it is a failure to manage expectations. As a leader, you must be clear about workload and timelines. The member who volunteers without knowing the full extent of that commitment will become the unreliable volunteer with whom no one wants to work in the future or who will walk away completely from the organization. Likewise, you should set the example by being prepared for all meetings, arriving early or on time to all events, answering questions and requests in a timely manner, and communicating frequently with both your leadership team and general membership. A few demonstrable, common sense steps will set the reliability tone for you and your whole Alliance. - Julie Newman</p>
<p><b>Useful Links:</b>  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</p>	<p><b>3. Relevance, Rededication and Renewal</b></p> <p><b>Relevance:</b> We learned in our recent membership survey that a number of our loyal and lapsed members question the relevance of the Alliance. That should not come as a surprise. After all, we can't be everything to everyone. As members grow and enter new stages of life, we will discover that any organization's relevance will ebb and flow as members' needs change.</p> <p>If your members have trouble seeing exactly how the AMAA supports them at this time, encourage their continued support of the organization so we can still assist</p>

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#### 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.

those who need us now. In the meantime, as members, have them pass along ideas on ways we could improve the AMAA to be more personally relevant.

Share with them the following: **Rededicate** yourself to strengthening the organization at every level, so we can be there when you need us most. The friends you've made and skills you have learned through the Alliance can stay with you a lifetime. *Please - stay with us!* - Pat Klettke

**Renewed Purpose:** Over the past few years, the Alliance has faced and overcome tremendous obstacles. We must approach the start of this new alliance year and its upcoming challenges with *renewed purpose*. This can start at the grass roots level by inspiring members to volunteer for at least one program or project. Revitalize the spirit and vigor of your alliance physically, emotionally, and spiritually. Passion and compassion are contagious. Empower your members to seek out opportunities to contribute and nourish them with the support necessary to carry out those tasks. Whatever your niche, be it advocacy or health promotions, recharge your alliance battery with "shovel ready" material available on the AMA Alliance website. And keep an eye on the numbers - be it membership or finances because both are important for the health of your Alliance. – Rosemary Xavier

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#### 4. References and Resources

**References:** It is not possible to have all the answers. It is not necessary to have all the answers. What is important is to know where to find the answers. For that you need good reference materials. State Alliances, County Alliances, and individual members should feel free to use the resources of the AMA Alliance as reference materials and the directors, committee chairs, and staff as reference librarians. Need help with an idea, a project, or a problem, we are here - refer to us. – Beverly Wright

**Resourcefulness** is paramount for progressive leadership. A leader must be able to see what they have, and 'make' something of it. Innovation and creative problem solving must become ingrained—a 'can do spirit'. – Mary Shuman

As Alliance leaders, your top resources include the AMA Alliance website, which will be highlighted in the next issue, and our seven elected Directors:

Pat Klettke: California, Colorado, Minnesota, Nevada and Oregon  
Julie Newman: Florida, Michigan, New Jersey, Virginia and West Virginia  
Mary Rice: Illinois, Missouri, Oklahoma, South Dakota, and Wisconsin  
Debbi Ricks: Arizona, Kentucky, Nebraska, North Carolina, Texas and Utah  
Mary Shuman: Indiana, Iowa, Kansas, Maryland and North Dakota  
Beverly Wright: Alabama, Georgia, Louisiana, Mississippi and Ohio  
Rosemary Xavier: Massachusetts, New York, Pennsylvania, South Carolina and Tennessee

Any Director is available to answer your questions anywhere at any time, although we are each assigned certain states for our attention this year. Don't hesitate to contact us.

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#### 5. Getting to Know Your AMAA Leaders

Each issue, we will highlight two of your AMA Alliance leaders so that you can get to know who is serving you this year. In this issue, we're sharing comments from your President, Emma Borders, and President Elect, Pat Hyer.

##### **Why did you join the Alliance?**

**Emma:** Shortly after we married, Bob encouraged me to join. At that time, most physicians were members of the Medical Associations and their spouses joined the Alliance. I continued to join every year because of the friendships with other physicians and medical families, to support the family of medicine and the profession, and the Alliance's participation in community health projects and healthcare legislation advocacy.

**Pat:** Thirty years ago I worked as a medical transcriptionist in the Medical Records department at our county hospital. I met my husband, Director of Anesthesia at the time. One of our first few dates was a county medical society/alliance, at that time auxiliary, function. To be honest, thinking back now, I was a little intimidated. When we married, another physician spouse called and invited me to join, which is what I

hear over and over from others: it's the personal touch. I remember her asking if I could help with the Membership Directory. It was a good fit. It gave me a purpose and reason to attend the meetings.

**What is your favorite accomplishment as an Alliance member/leader?**

**Emma:** Being elected AMA Alliance President and Louisiana State President - allowing me to contribute to leading this amazing organization into the future. Encouraging Alliance members to support the family of medicine, and to reach out in their communities to represent the medical profession.

**Pat:** To be sure the greatest accomplishment has to be helping to pass tort reform here in Texas. It has done so much for the patients and the physicians of Texas. This may sound trite, but I am a glass half full kind of person.

**Who is your "Leadership Idol"?**

**Pat:** My Mom was a great influence on me, and still is today. She worked for Bell Helicopter as an interpreter and later as a cost accountant. She always, always volunteered her time. She was a union representative and later on a union trustee. I watched her do all types of activities from walking a picket line to phone banking for candidates. My Mom was and is a strong powerful woman and at the same time sensitive to the needs of others. I am fortunate to have her in my life.

**What is something people don't know about you?**

**Emma:** I like to think I am somewhat of an artist. I have a number of my paintings displayed in our home and in a few friends and family members' homes. In recent years, photography, which I enjoy tremendously, has taken over my attempts at painting – especially our wildlife, plants, natural scenes. Some of my favorite photographic shots include a hummingbird sitting on a perch to drink nectar, a salamander sending out his mating call, full-bloom camellia blossoms, and a rare scene of a beautiful Louisiana snow with only the American flag appearing in color.

**Pat:** I love the water, love to jet ski, scull, boat, sail. I'm a "Meemz" (was Mimi, but apparently that was too many syllables)! [Editor's note: What a cute name for grandmother!]

**How do you think the Alliance can move forward and grow?**

**Emma:** With the Alliance's current Strategic Plan into its third year and with a very successful Annual Meeting just completed, the Alliance can move forward to confront the challenges medical families face and direct its resources to supporting the medical profession, its organizations, and its families. I am very confident that the talented, experienced, and dedicated members serving on the Board of Directors with me will continue to lead this volunteer organization to a future of growth and substance.

**Pat:** I think our enthusiasm is going to spread across the country. We offer something very special and unique to the medical family and that is support within our relationships and friendships. We are married to a difficult profession. We can all relate to that. I believe if we offer that ability to share with each other and offer great training as well as "FUN" why wouldn't you want to join us?

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## 6. Final Notes

We leave you with two more important R words: **Rest** and **Relaxation**: A break or pause in our routines which provides us time to release ourselves from schedules, conflicts, demands and allows us the time to start anew and fresh which will be the impetus to rejuvenating both mind and body. A "Jump Start" to the soul! - Mary Rice

Enjoy your summer and take time for some R&R.

Remember to send in your Speakers Bureau requests by September 1.

We hope you'll join us for Leadership Development Conference in Chicago, September 30-October 2, 2011. We'll include more about this great event in the next issue of LINK.

I'd like to take this opportunity to thank Jo Terry for serving as co editor of Leadership LINK this past year and welcome Julie Newman, who is joining me in

that position. – Pat Klettke

[Share with a leader.](#)



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