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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>We understand that some of our members have had problems when printing this newsletter. We are proud that you want to share our e-mail news with people in your local Alliance and community. 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, as desired. 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>In This Issue</b></p> <ol style="list-style-type: none"> <li>Welcome to Leadership LINK!</li> <li>Communicating with Current and Potential Members</li> <li>In Person Meetings: National</li> <li>In Person Meetings: Regional</li> <li>In Person Meetings: Local</li> <li>On The Phone: State Leader Conference Calls</li> <li>In Your Inbox: Leadership Link and e-Connection, Member Surveys</li> <li>In Your Mailbox: Connections and other Print Pieces</li> <li>Online: Website and Facebook</li> <li>Getting to Know Your AMAA Leaders</li> </ol>	<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>This issue focuses on the multiple ways the AMAA communicates with our members:</p> <p style="text-align: center;"><b>Sailing the Seven Seas of Communication.</b></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>2011-2012 Co-editors:</b>  Pat Klettke  patklettke@juno.com  Julie Newman  Julienewman64@aol.com</p>	<p><b>2. Communicating with Current and Potential Members</b>  by Krista Crawford-Mathis, Chair, AMAA Membership Marketing Advisory Committee</p> <p>How do you communicate with your alliance membership pool? Do you Twitter? Facebook? Email? You tube? e-Newsletter? Print newsletter? Text? All of the above?</p> <p>A recent Best Practices article suggests you should integrate as many tools as you can to enhance your ability to target different age and interest groups. The Web is a great place for your alliance to recruit the next generation of members - young, educated and technology-savvy – key qualities for a productive member of the Alliance. If seasoned members are not inclined to use web based communication tools then match them with a techie and have them mentor one another. The networking between generations is an added benefit of membership.</p> <p>Regardless of the marketing tool(s) you choose, make sure that your message is one that highlights your identity; what marketers call branding. Place your logo everywhere possible so that the great work you are doing within your communities is associated with your hard working members. In addition, add contact information so that candidates for membership can find you. There are many choices for volunteerism, so you want to make it easy for potential members to find your Alliance.</p> <p>When placing articles in your media of choice be sure to focus on your members. What are their interests? What are they doing? In addition, underscore the value they are receiving for their participation in your alliance. Don't make the price of your membership be the lead story. Instead let the value lead the discussion. Do your</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><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>Ashlie Schooler</b>, Resident Physician Spouse  <b>Mary Shuman</b>, Director  <b>Beverly Wright</b>, Director</p>	

Rosemary Xavier, Director

#### 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  
 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.

members receive special discounts from retailers with their membership? Do they gain access to leadership tools and marketing tips? Can they improve their personal skill set by taking advantage of training sessions? **Tip: The answer to all of these is yes if they are members of the AMA Alliance.** You can verify all of this by "friending" us on Facebook.

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### 3. In Person Meetings: National

Annual Meeting and the fall Leadership Development Conference are two national opportunities to connect with members and leaders from across the country. Some participants are just learning about the AMAA for the first time, while others are seasoned veterans.

At Annual Meeting, the focus is on governance issues and is held each June. We review bylaws and policies, vote on the slate of officers, vote on the Board Development Committee members, and install the new board.

LDC is the AMAA's annual education and training session for all members. Topics highlight ways to help your Alliance succeed in areas such as membership, health programs, communication, and advocacy. It is also a great opportunity to network with other Alliances and take home a new idea! The complete agenda will be posted on the website soon.

This year, we are pleased to present a member-requested shorter, more concise meeting schedule. The 2011 Alliance Leadership Development Conference will start at 8AM Saturday, October 1 and will end Sunday afternoon, October 2, by 1PM. We will also have optional educational sessions on Friday afternoon, September 30<sup>th</sup>, and a welcome reception Friday evening for those who are in town early!

[Register now](#) for the event and [reserve your room](#) now at the Chicago Marriott Downtown.

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### 4. In Person Meetings: Regional

There are three Alliance regions which hold activities each year.

The annual Southern Regional conference will be held January 13-15, 2012, in Greenville, South Carolina. Deb Peabody is organizing the event.

The North Central meeting will be March 2-4 in Detroit, Michigan. Each participating state is responsible for an area of discussion, speaker, or presentation.

The Western States Coalition will hold a leaders' retreat this year, and a conference next. At LDC, there is usually a group meal arranged by the Western States chair, and at Annual Meeting, a regional caucus provides the group an opportunity to discuss national and regional matters. Beth Irish of Oregon is this year's chair.

The AMA Alliance recognizes the convenience and importance of regional leadership training events for local and state Alliance leaders and of the opportunities for members to network and share ideas. To support and encourage these regional meetings, funds have been budgeted for our leaders to attend and represent the AMA Alliance.

Watch for more details and deadlines in November.

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### 5. In Person Meetings: Local

The deadline for Speakers Bureau requests is September 1. Board members are assigned to fulfill your requests to attend a state or county event, either in person or by conference call. This is our opportunity as board members to get out into the field and lend our expertise. We're happy to share ideas and updates on important issues, install your board, or do a presentation. It can be as formal or informal as you need and can address the Alliance members present and/or your medical society.

Next month, Director Debbi Ricks will represent the AMA Alliance at the Kentucky Medical Association Alliance Annual Meeting in Louisville, September 11-12 and at

the Utah Medical Association Alliance Annual Meeting in Midway, September 16.

For more information, contact [amaa@ama-assn.org](mailto:amaa@ama-assn.org).

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#### 6. On The Phone: State Leader Conference Calls

In our continuing effort to better meet the needs of our members, Emma Borders and Pat Hyer are hosting a series of **optional conference calls with state presidents, presidents-elect, and staff executives**. Directors assigned to participating states may also join the call. The main purposes of these calls are to provide opportunities for these leaders to become better acquainted with the AMA Alliance leadership, to receive the most up-to-date information from the AMA Alliance, to discuss what is happening in states, to network with other state leaders and to discuss how we can assist you in your leadership role. These calls will be short, informal, and informational. The schedule for the calls follows:

- Friday, October 21, 11AM CT
- Friday, December 9, 11AM CT
- Friday, January 20, 11AM CT
- Friday, February 24, 11AM CT
- Friday, March 16, 11AM CT
- Friday, April 20, 11AM CT
- Friday, May 18, 11AM CT

Our conference service will only allow for 20 callers at a time, so please RSVP to [amaa@ama-assn.org](mailto:amaa@ama-assn.org) with the date(s) you would like to participate. Staff will then contact you with the dial in number for the call.

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#### 7. In Your Inbox: Leadership LINK and e-Connection, Member Surveys

Leadership LINK is the e-publication specifically targeting leaders at all levels of the Alliance. LINK provides information and ideas for many leadership challenges.

E-Connection is an electronic newsletter sent to all AMA Alliance members for whom we have e-mail addresses. E-Connection focuses on activities from across the country as well as on information about AMA Alliance initiatives.

Periodic surveys are sent to all members to gauge interest in the AMAA. Data is then used to help shape the priorities of the Alliance. Providing honest, complete answers to these surveys will assist the Board immensely! Post-meeting surveys are also sent to members who attended LDC or Annual Meeting to measure satisfaction and to gather ideas for future events.

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#### 8. In Your Mailbox: *Connections* and other Print Pieces

Those members for whom we don't have e-mail addresses will be sent printed versions of some of the e-newsletters this year.

All members receive our printed publication, *Connections*. Both a fall and spring edition have been budgeted for this year.

One important note on these mailed items is that your membership number is printed above your name on the mailing label. You need this number on the Leadership Login page of the AMAA website to access certain restricted information.

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#### 9. Online: Website and Facebook

The AMA Alliance has been working over the past several years to establish our presence on the Internet. Our website is frequently updated with pertinent news and information. Documents ranging from LDC handouts to the membership toolkit to governance are all housed at the website.

The website is also where you access our affinity programs for [member discounts](#).

The [Editorial Resource](#) section of the website is a great place to start if you need help creating your own e-newsletter.

Be on the lookout for some changes to the website, in store this fall.

The AMA Alliance also has a [Facebook page](#)! We are listed as AMA Alliance Non-Profit Organization. This is our forum for interesting news items, ongoing leadership development tips from outside sources like Harvard Business Review, and the chance to immediately feature the great things our grassroots Alliances are doing.

## 10. 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 MMAC Chair, Krista Crawford-Mathis, and Director, Julie Newman.

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

**Julie:** I joined the Alliance in 1995, just after my husband finished fellowship and we relocated to Northern Virginia. While in training, I had very limited contact with other medical families and found that my "civilian" friends could not even begin to comprehend the issues with which I had to deal on a daily basis. When we moved to North Carolina, I contacted the county president before we even packed our first box because I knew that was where I would find my next group of friends.

**Krista:** I was invited to a "welcome new physicians" cocktail party when my husband John and I moved back to the Roanoke, VA area. The local alliance was starting a Book and Author fundraiser. I am a life long reader and thought the opportunity to give back to the community while mixing with writers was a perfect fit. Our local alliance had (and still has) federated dues so I became a member of the AMAA when I sent in my local dues.

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

**Julie:** I think my favorite accomplishment was the reorganization and revitalization of the North Carolina Medical Society Alliance Board of Directors. I could not have done it without the fantastic assistance of our Executive Director, Angie Wainwright, and the rest of the board. It was definitely a group project!

**Krista:** Serving as both a local and then State President. Being a leader of an organization provides you the opportunity to leave a small foot print on the organization - whether it is something simple, such as adding "fun" to business meetings, or more complex such as changing governance.

### ***Greatest disappointment?***

**Julie:** By far, my inability to grow membership at the AMAA during my tenure as MMAC chair. Undoubtedly a challenging time for the Alliance with the perfect storm of outside influences but I had hoped to do more.

**Krista:** The inability to unite more of our partner organizations. Our medical societies, foundations, and community partners are vital to our growth and I believe we are vital to theirs as well.

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

**Julie:** Rosa Parks. With quiet grace, determination, and immense inner strength, she changed the dialogue regarding race, gender, and disparities.

**Krista:** I took a course when doing my graduate studies called "Leadership the Dark Side" I researched Abraham Lincoln. He led our country through a very dark period all while never forgetting his humble beginnings. I am also a big fan of Hermione Granger (Harry Potter's side kick for you muggles out there). She is bright, independent, yet carries herself with a big heart.

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

**Julie:** I think many people may not know I spent 4 years living in Bangkok, Thailand as an adolescent and that experience had a profound effect on me. Being there at the very end of the Vietnam War exposed me to some very moving images of soldiers in mental and physical pain that have stayed with me 35 years later. On the light side, I have the uncanny ability to sit still long enough to untie knots, especially from necklace chains! (Oh, and I don't like ice cream).

**Krista:** I worked at Magic Mountain in California the summer between my sophomore and junior years of college. I was a pioneer girl. I found a job that paid more and left without the full two weeks notice. The human resource manager told me when I left that I had violated the policy and I would "never work at the Mountain again". He was right. I never did. His silly words stayed with me over the years. When I became an HR manager, I trained all staff to treat employees just as well during the exit process as the entry. You never know when your words could come back to haunt you.

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

**Julie:** I think we need to embrace who we are now rather than to try to look back to whom we used to be. We have experienced some very fundamental changes, both internally and externally, over the past 4-5 years that have forced us to re-examine the role of the Alliance in both the family of medicine and the community as a whole. While we continue to do great work at the grassroots level, from a National perspective we must listen to our members for guidance. They really are the smartest women and men in the room.

**Krista:** Capitalize on our biggest strength - our local component and the fellowship that fosters at that level. Whatever resources we can direct to enhancing the local experience will improve our organization top to bottom.

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