



# TMAA NEWSLINE

“Working together for a healthier Tennessee”

## President's Message

KEEP COOL!

Dear Alliance members,

I don't know about you, but here in East TN, it is hot, hot, hot. I like summer, but the temperatures are a little much for me. I have some ideas for ways you can spend your time inside in the air conditioning. Grab a glass of ice tea (or your favorite beverage), your phone, and an old Alliance membership book, one that is from several years ago. I will bet money it has a lot of members who have not renewed. Make some calls and encourage them to come back to the Alliance. When the excuses start rolling back along with “I don't know, I am so busy, I just don't have time”, tell them they are missed. Their friendships are missed and now more than ever with Healthcare Reform hitting us hard, we need to add to our numbers to make our voice strong and be at the table of this reform. Again, I challenge each of you to get at least two new members. I already have three and four in the works. Remember, it's a great way to spend your time & KEEP COOL.

On another note, we had a fabulous time in Chicago at the AMAA House of Delegates. It was wonderful seeing Alliance friends from around the country. We had the honor of having three delegates from Pennsylvania join us two nights for dinner. We also had Barbara Jett, the Southern Medical Association Alliance President join us as well as Sarah Sanders our immediate past Director from the AMAA. You will be hearing more about the changes that were made in the House of Delegates as the summer progresses. Robin Hutchins our Chair for Convention has her report in Newsline. We hope many of you will want to attend next year as they have changed it from the House of Delegates to an Annual meeting & any dues paying member who attends may vote.

As summer progresses and elections this year keep getting closer, you have an opportunity to help make a difference in medicine and legislation. Make sure you are REGISTERED TO VOTE! Find out who the candidates are that are “Friends of Medicine” and get involved in their campaigns. As you read the article on IMPACT, just pick up that phone, grab your credit card, take a sip of tea, and make a donation. TOGETHER WE ARE STRONGER!

Below you will see a short article about the Vanderbilt House Alliance, and their families who were affected by the floods in Nashville several weeks ago. Please take a moment to read it and hopefully consider a donation to our TMAA Philanthropic Fund to assist them. There will also be an individual letter coming your way in a couple of days which you can share with the Alliance members in

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- Philanthropic Fund
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### Contact Us

TMAA Website:  
[www.TMAAlliance.org](http://www.TMAAlliance.org)

E-Mail:  
[TMAA@tnmed.org](mailto:TMAA@tnmed.org)

Phone: 615-385-2100

Direct Line: 615-460-1651  
1-800-659-1862

President: Gail Brabson

Cell: 865-414-5773

[gbrabson@bellsouth.net](mailto:gbrabson@bellsouth.net)

AMA Alliance Website:

[www.amaalliance.org](http://www.amaalliance.org)

Phone: 312-464-4470

**Dates to Remember:**

SEPT.12-13 TMAA UPDATE

**2010-11 TMAA LEADERSHIP**

- Gail Brabson
- Barbara Blanton
- Vicki Eastham
- Beth Kasper
- Madeline Becker
- Emily Shore
- Dottie Pennington
- Mona Copeland
- Kalpana Gowda
- Debra Liening
- Deborah Hilgenhurst
- Amy Sowell
- Mary Ann Lovelace
- Robin Hutchins
- Darlene Vickers
- Parliamentarian**
- Sharon Gerkin
- Archives**
- Bylaws**
- Leanna Wright
- (Jamie Singer)**
- (Amber Cesare)**
- Annelle Bond
- Barbara Trautman
- Marcia Young
- Tad Lisella
- Robert D. Kirkpatrick, MD

your counties.

Finally, **Happy Fourth of July!** Be thankful for the freedoms we have in this country. Thankful for the men and women who have served and fought for that freedom, and those who continue to serve. Keep them and our countries leaders in your thoughts and prayers. Remember, KEEP COOL!

Respectfully submitted,

**Gail Brabson**

**TMAA President 2010-2011**

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**AMA Alliance 2010 Annual Meeting  
Chicago. IL**

The American Medical Association Alliance (AMA Alliance) held its 2010 House of Delegates in Chicago, IL on June 13 - 15. Delegates from Tennessee were as follows:

**National Delegates**

- Jo Terry
- Sue Vegors

**State/County Delegates**

- Robin Hutchins - Chairman
- Gail Brabson
- Sarah Higgins
- Mary Ann Lovelace
- Barbara Trautman

(Picture below article)

Election of the 2010-2011 officers and nominating committee took place. The 2010 - 2011 slate of officers for the AMA Alliance are as follows:

- Susan Todd (Texas) - President
- Emma Borders (Louisiana) - President-elect
- Sarah Sanders (Indiana) - Secretary
- Pat Hyer (Texas) - Treasurer
- Dinah Goldenberg (North Dakota) - Director
- Keely Hunsaker (Texas) - Director
- Pat Klettke (Utah) - Director
- Mary Shuman (Missouri) - Director
- Jo Terry (Tennessee) - Director
- Rosemary Xavier (Florida) - Director (director for Tennessee)

Rosemary served as the state alliance president for Florida in 2006-2007. She was appointed to the AMAA Legislation Committee for 2007-2010, and was elected to be on the AMAA Nominating Committee in both 2008 and 2010. We are looking forward to working with this talented alliance member.

Three significant bylaw changes occurred during this meeting. The June meeting will move from a House of Delegates format to an Annual Meeting format (this means any member of the AMA Alliance can come to the Annual Meeting and vote on the issues - states will not be assigned a certain number of delegates). Secondly, even though dues will increase by \$10 after July 1, 2010, the AMA Alliance approved an incentive for membership growth - alliances will recoup \$10 for each new member to the AMA Alliance over the number of members we have had this past year. Another change, domestic partners can now become members of the AMA Alliance. The

membership bylaws for the Tennessee Medical Association Alliance (TMA Alliance) will remain unchanged. And, of course, county alliances develop their own bylaws as always. The Tennessee Medical Association Alliance and our county alliances will continue to advocate for the health of Tennessee and the family of medicine. We are as we were - building healthy communities and supporting the family of medicine.

**Robin Hutchins - June 2010 Delegate Chair**



**TENNESSEE the BIGGEST GIVER!**

Once again Tennessee leads the giving to the American Medical Association Foundation in donations. There was reception held by the AMAF in Chicago on Friday June 12, 2010. Sarah Higgins and Jo Terry from Knoxville, and Sue Vegors from Jackson, attended. Our Alliances from across the state should be very proud to once again lead the nation in our gifts to the AMAF.

**IMPACT--In Action in Knoxville**

The atmosphere with the health care reform today is uncertain to say the least and frightening to many. You ask yourself how you can make an **IMPACT** on the changes?

Well, here is how. **IMPACT** (Independent Medicine's Political Action Committee- Tennessee) identifies political candidates they feel are and will continue to be "Friends of Medicine" to support in their campaign for office. Your donation to **IMPACT** will make a difference in the political atmosphere as we help to get these candidates elected to office.

Barbara Trautman (MAL) from Memphis sits on the **IMPACT** board as our TMAA representative. She is passionate about **IMPACT** and looks for every opportunity to encourage our members to join **IMPACT**. Each of us as Alliance members and our spouses needs to embrace her passion and join. Please take a look at the new website [www.tnimpact.com](http://www.tnimpact.com) that is now up and running. They are still working on it to do the online donations, but you can still join by calling Toll Free: **1-800-659-1862** Local: **615-385-2100** or mailing a check to: **IMPACT 2301 21<sup>st</sup> Avenue South P.O. Box 120909 Nashville, TN 37212.**

My husband Leonard had the opportunity to present a check from **IMPACT** to Republican Candidate Steve Hill from Knoxville. Steve is running for the Senate to replace Tim Burchett from Knoxville. Steve brings a lot of medical experience to the table having served as a lobbyist for Mercy Health Systems in the past.

The TN TMAA delegates to the AMAA convention also had the opportunity to dine with Dr. Ron Kirkland from Jackson, TN while in Chicago. Dr. Kirkland is running for U.S. Congress. Based on the recommendation from the **IMPACT** board, the AMA PAC has agreed to provide a financial contribution to his campaign. I am pleased to share a picture of both candidates from these events with you.

**PLEASE CONSIDER** becoming a member of **IMPACT** today! You can make a difference in the future of Health Care Reform by your donation and supporting of candidates like these who are "FRIENDS OF MEDICINE."

Has this article made an **IMPACT** on you?

Written by Gail Brabson



Steve Hill being presented a check from IMPACT from Dr. Leonard Brabson



Left to right:

Mary Ann Lovelace,  
Sarah Higgins,  
Barbara Trautman,  
Dr. Ron Kirkland,  
Gail Brabson,  
Dr. Leonard Brabson,  
Robin Hutchins, and  
(Jan Reisinger and  
Elaine Alexander from PA.)

## DUES INCENTIVES FROM THE AMAA

### Cash back for your state Alliance!

**YES!** The AMA Alliance Annual Meeting was a great success this year. There are so many new and exciting services and programs now available to deliver true member value that we are offering you and your state leadership team a special deal you won't want to miss.

### THE DEAL

The AMA Alliance wants to partner with your state this year by offering this one time opportunity to see a real return on investment in your membership recruitment efforts! We're offering a \$10 rebate for each and every new AMA Alliance member signed up (above your 2009-2010 AMAA member numbers) between July 1, 2010 and June 30, 2011.

### Example

ABC Alliance had 1000 AMA Alliance members as of June 30, 2010. They know they have 600 state-only members and another 2000 county-only members. The ABC recruitment campaign this year, with amazing tools, support, enthusiasm, and help from the Alliance, helps them engage 500 state and county members as **new** AMA Alliance members! As a result, the state receives a **\$5,000** check in July 2011. Plus, those formerly county-only people have joined your state organization too!

### Help

The Alliance will have available for you, upon request, the materials and featured programs to help you demonstrate to others the benefits of being a part of this nationwide family of medicine. Plus, the Alliance will work with you to customize brochures, letters, and even select Power Point presentations to highlight the partnership between your state and our national organization. We can even provide speakers to address topics of interest to your membership.

### The Best Part

You can direct the earned funds to any state program or county project that you wish. It's our thanks to you and your leadership team this year for your membership recruitment efforts. Join us as we work together to grow the future of the whole Alliance!

### YES, please contact me:

Name \_\_\_\_\_

Title \_\_\_\_\_

State alliance \_\_\_\_\_

Cell phone \_\_\_\_\_

E-mail: \_\_\_\_\_

Best time to reach me: \_\_\_\_\_

Date \_\_\_\_\_

Respond to Jo Posselt, Executive director, at [Jo.Posselt@ama-assn.org](mailto:Jo.Posselt@ama-assn.org)

This article was taken directly from an email from the AMAA.



**MARK YOUR CALENDARS!**

WHAT: **TMAA UPDATE**

WHEN: **SEPTEMBER 12-13, 2010**

WHERE: **KNOXVILLE, TN**

We are working hard to plan an awesome UPDATE meeting for our State Alliance members.

We have secured the hotel - Springhill Suites at Turkey Creek for \$99/night. This is the same rate we had in 2007 when UPDATE was in Knoxville. Our **deadline** for turning in room request is **August 12<sup>th</sup>**.

You can turn in your reservation with Judy at the TMAA office by emailing her at [TMAA@tnmed.org](mailto:TMAA@tnmed.org) or call her at (615) 460-1651. The hotel is holding a block of rooms under my credit card and you will be required to pay for your room upon arrival.

We will be sending a letter out soon with more details for UPDATE, including schedule, speakers and dinner plans for Sunday night. We have even included shopping time.

So call an Alliance friend and make your plans to attend. We promise to make it worth your while for a short road trip that will be valuable and fun.

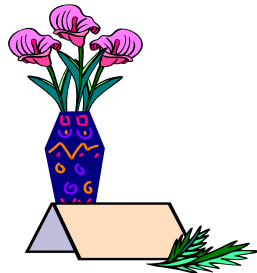
*~Gail~*

**Vanderbilt House Alliance**

As President of TMAA I receive the E-newsletter from the Vanderbilt House Alliance (Resident Spouses). I became aware of the 20 Resident Families affected by the floods in Nashville in May. Four of those families lost everything they owned, their vehicles and massive damage to their homes. The other 16 families lost from 50-75% of their things and much damage to their homes. We are working on a letter that will be sent out soon about how our TMAA membership can help these families through the TMAA Philanthropic Fund. This letter will also go to the members of the TMA. Please watch your email and snail mail for the information coming soon!

Alliance Members Share Your Businesses  
Hello Alliance Members

Do you have a business you own or work at that you would like to share with the Alliance? Everyone always likes connections, I know I do. Maybe you sell Mary Kay, Tupperware, Thirty One, Longaberger baskets, or have a business you want others to know about. Let's share those with all our State Alliance Members. Let's put our thinking caps on. Are you in Real Estate, Interior Design, or an artist? If we share this information, we might boost someone's sales, or give referrals that help in a lot of ways. Please send me your information so we can put it on Newslite. It's free advertisement for you and a great way to learn of others talents!



**IS IT YOUR BIRTHDAY?**

Who doesn't like feeling special on their birthday? I don't know of anyone who doesn't want to be acknowledged on their birthday. It's a very special day for a very special person. That's why I am asking for the county presidents and county membership chairs to send us a list of your member's birthdates if you have them. If you don't have a birthday list, it is time to make one. We only want the month and day, who is counting years anyway? You can email it to me at [gbrabson@bellsouth.net](mailto:gbrabson@bellsouth.net) and Judy Ginsberg our administrative assistant at [TMAA@tnmed.org](mailto:TMAA@tnmed.org) or snail mail is still accepted at:

TMAA  
P O Box 120909  
Nashville, TN 37212-0909

This way we can send email or snail mail BIRTHDAY WISHES to all our TMA Alliance members. We want all our Alliance members to be wished a **HAPPY BIRTHDAY** on your special day.

*Many Happy Birthday Greetings to:*

Our TMAA President Gail Brabson – July 12

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# Share and Care - The Family of Medicine

Let's keep our military in our thoughts and prayers always, but especially with the upcoming Fourth of July Holiday.

- SPC Steve Liening is a linguist with the U.S. Army deploying to Afghanistan. He will receive his sergeant stripes this summer. Proud parents are Debra and Douglas Liening of Chattanooga. Debra is our Legislative Chair this year.
- Jo Terry's son-in-law Captain Dallas Clements was also deployed to Iraq in late May. Dallas is married to Jo and Bill Terry's daughter Elizabeth and they have a son, Matthew who is 8 months old.

Many of us have aging parents. You may be giving more of your time and energy to the care of those parents. If you have a parent(s) or spouses parent(s) that you would like us to let others know about that need our thoughts and prayers, please let us know. **We still need birthday lists from all of our Alliances.**

Once again if you have family news to share, please let us know. We need to be there for one another to share and care about our medical families. Just e-mail articles, pictures to Judy at [tmaa@tnmed.org](mailto:tmaa@tnmed.org)

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## HELP THE HISTORIAN

Please remember to send me any photos or interesting articles about your local alliance and its members that you would like included in this year's TMAA scrapbook!

Sharon Gerkin  
2300 Lakemoor Drive  
Knoxville 37920

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### **TMAA PHILANTHROPIC FUND**

The Board of Directors of the TMAA established this fund in January, 2006. The fund may receive tax-deductible contributions for the qualifying projects of the Fund and for sponsoring activities to raise monies to be used exclusively for charitable, scientific, safety and literary or educational purposes.

The fund oversees the consideration and distribution of Health Promotions Grants and AMA Foundation funds.

Memorial or Honorary Gifts may be made to the TMAA Philanthropic Fund.

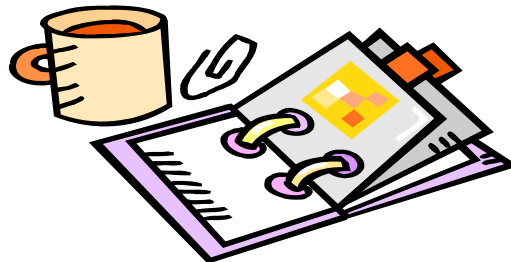
Please include the following information:

1. Name of the deceased or honoree.
2. Name and address of the family receiving the acknowledgement.
3. Your (donor) name and address.

Send your check to:

Mrs. Madeline Becker, Asst. Treasurer  
TMAA Philanthropic Fund  
123 Chestnut Ridge Drive  
Jonesborough TN 37659

Acknowledgments will be sent to the family of the deceased or honoree



### **MARK YOUR CALENDAR**

- July ? Summer Finance Meeting (TBA)**  
**July 4 Independence Day**  
**July 16-18 TMA Board Retreat**  
**July 18 Deadline for articles for TMAA Newslite**
- Sept 12-13 TMAA UPDATE – Knoxville, TN**  
**Sept. 28 KAMA (Knoxville Academy of Medicine Alliance) FASHIONDRAMA**