



TMAA NEWSLINE

THE ALLIANCE
SERVING ON BEHALF OF MEDICINE

President's Message

Tennessee Medical Association Alliance
The Year Ahead
2009-2010

The Tennessee Medical Association Alliance (TMAA) began the year by sending delegates to Chicago to attend the American Medical Association Alliance (AMAA) Annual Meeting held on Saturday, June 13 through Monday, June 15, 2009. This meeting was a chance for the Tennessee Medical Association Alliance to participate in discussions that affect the practice and future of medicine. During this meeting the delegates deliberated, debated, and voted on issues submitted to the House of Delegates. Alliance policies that had been on the books for five years were evaluated to determine their ongoing relevance. The delegates elected the 2009-2010 slate of officers from the nominated candidates. National delegates from Tennessee were Johnnie Amonette (past AMAA president), Sarah Higgins, Jo Terry, and Sue Vegors. State and county Tennessee delegates were Gail Brabson, Ellen Evancho, Sharon Gerkin, Robin Hutchins, Debra Liening, and Darlene Vickers (Chairman).

The meeting opened on Saturday, June 13, with a luncheon that paid tribute to the noteworthy achievements of Alliance members during the past year. Nancy Kyler, the soon to be elected AMAA President for 2009-2010, gave us a detailed glimpse of our strategic direction. Opportunities followed for us to become familiar with the strategic plan. This enabled the 2009-2010 officers of the Tennessee Medical Association Alliance to consider the national objectives as we planned the 2009-2010 year.

The House of Delegates convened on Sunday, June 14. Based on membership, Tennessee was allotted eight delegates. Reference committee hearings also occurred on Sunday. The committees included health issues, organizational affairs, and bylaws. The day ended with a reception honoring President Sandi Frost and President-elect Nancy Kyler.

June Issue

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Contact Us

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Dates to Remember:

SEPT 13-14 UPDATE 2009
Murfreesboro

The House of Delegates continued conducting business on Monday, June 15. The election and installation of officers signaled the conclusion of the 2009 Annual Meeting. The results are as follows:

**American Medical Association Alliance
Officers for 2009-2010**

President-elect: Susan Todd, Texas

Secretary: Marilyn Kezirian, California

Treasurer: John Lovin, North Carolina

Directors:

Emma Borders, Louisiana

Gail Kacich, Illinois

Dinah Goldenberg, North Dakota

Barbara Hanas, Iowa

Pat Hyer, Texas

*Jo Terry (TMAA), Tennessee

Sarah Sanders, Indiana

*Sue Vegors (TMAA), Tennessee

2008-2009 President-elect, Nancy Kyler of Virginia, assumed the office of president.

*Both Jo Terry and Sue Vegors are past Tennessee Medical Association Alliance presidents. Congratulations!

The Alliance delegates attending the AMAA annual meeting dealt with issues as varied as the changing world of health care. We had time to share ideas with Alliance members from around the country and to meet with Sarah Sanders (Indiana), Tennessee's AMAA Director for 2009-2010. Plans for the TMAA 2009-2010 were shared with our director. We discussed a long-term plan for the TMAA and how we can support the Strategic Plan of the Tennessee Medical Association.

Tennessee once again led the country in giving through the American Medical Association Foundation (AMAF). Our delegation was recognized in Chicago for this accomplishment. Thank you to Madeline Becker (Washington-Unicoi-Johnson Medical Alliance), the Tennessee Medical Association Alliance AMA Foundation Chairman for 2008-2009. In addition, we were able to share one health promotion project at the annual meeting through a poster display. We chose a health promotion project implemented by the Washington-Unicoi-Johnson Medical Alliance (Dottie Pennington, President for 2008-2009). This project was funded by a Tennessee Medical Association/Tennessee Medical Association Alliance health grant. The project provided child-friendly items to the Children's Emergency Department at the Johnson City Medical Center. Thank you to the Tennessee Medical Association for their continued support of TMAA health

projects. And thank you to Gail Brabson (Knoxville Academy of Medicine Alliance) for designing the poster displayed in Chicago.

In addition the TMAA will continue to serve the state of Tennessee through our four focus areas.

Health Promotions

*Support for the AMAA Screen Out! campaign to get tobacco usage out of youth-rated films

*Presentation of a state-wide Screen Out! project in July (online banner ads with newspapers across our state) partially funded by the TMA

*Research available programs to combat childhood obesity in Tennessee – recent studies indicate 47% - 49% of Tennessee school children are overweight

*County alliances will continue to promote health projects to address the needs of their communities

Membership

*Visit each county alliance in Tennessee

*Visit each resident/medical student spouse alliance in our state

*Design a state membership brochure

AMA Foundation

*Continue to implement the Sharing Card Project in the fall to raise funds for the AMA Foundation

Legislation

*Respond to *Legistat* requests.

*Support the TMA in their efforts to advocate on behalf of medicine

Fall UPDATE will be on Sunday, September 13 and Monday, September 14 in Murfreesboro, TN. This will be the ideal time to learn more about the TMAA as well as meet alliance members from across Tennessee. For more information contact Judy Ginsberg at TMAA@tnmed.org or Robin Hutchins at rhutch1029@gmail.com

Robin Hutchins President
rhutch1029@gmail.com

OUR 2009 TMAA REPRESENTATIVES



**Johnnie Amonette, Darlene Vickers, Sue Vegors,
Debra Liening, Robin Hutchins, Ellen Evancho, Sarah
Higgins, Sharon Gerkin, Jo Terry, & Gail Brabson**



**Debra Liening, Robin Hutchins, &
Ellen Evancho**



Sharon Gerkin, Gail Brabson, Debra Liening, & Sue Vegors



Gail Brabson (editor of our outstanding poster submitted at the conference)



Darlene Vickers & Robin Hutchins

“A View From A Delegate”

From June 13-15, I attended the AMAA Convention as one of your state delegates. This year’s convention was a good one, with lots of dialogue, networking, and inspiring ideas to bring home to our local and state Alliances. I particularly enjoyed the meeting for the State Presidents and Presidents-Elect. I always get “pumped up” by meeting Alliance members from other states; making these new connections energizes and excites me!

The excitement of a national convention stirs too many thoughts and ideas to offer at one time, so over the coming year, I will contribute to *TMAA Newsline*, *Volunteer Voice*, and *Tennessee Medicine* some of the insights that I believe can strengthen TMAA.

You should know that the important and necessary work of the House of Delegates at an AMAA convention can sometimes become a little tedious. But at some point in a long, drawn out moment in our work, I was impressed by what a diverse group of people we are, coming together to do this work! So many personalities and perspectives do not make for easy work at a national convention; but when differing viewpoints be expressed and appreciated, then our efforts have deep integrity.

Diversity is one of the things that make the AMAA such a strong organization, and the same can be true for TMAA. I believe we in TMAA need to embrace and appreciate our diversity. We each have our own strengths and weaknesses. We work at different paces, organize in different ways, and make unique contributions. Prospective Alliance members bring untapped potential to our cause. When new members join or long-time members participate with renewed commitment, we should celebrate them for their contributions!

Just as each of us contributes unique talents, each of us has particular viewpoints and opinions, especially about all of the challenges that face our medical family and the human race today. I believe these varied perspectives are valuable. How boring our Alliance would be if we all thought exactly alike! But one thing is certain: we must have respect for each other and each other’s opinions. Negativity and criticism—which we all find

so easy at times, especially in the midst of disagreement—devalues and demeans our members and undermines our efforts. If we cannot reach consensus on a matter, let us agree to disagree—respectfully!

Whether it's our talents or our opinions that challenge and enrich our relationships in TMAA, we can strive to create an atmosphere of support and appreciation by remembering the most basic human of human moral guidelines: the Golden Rule. If we approach our work and our relationships with each other by trying to treat each other the way we wish to be treated, we can rest assured TMAA will be productive and successful. Let's commit to a "golden" future together!

Have you looked at the AMAA web site lately? You should! Go to www.amaalliance.org and you will be pleasantly surprised, I was. The AMAA staff has been working on major changes which make the web site much more user friendly. One of the changes I like the most is that the Membership Toolkit is no longer contained within the leadership login section. Anyone can access it on the public section. There is a lot of information contained there which can help you with marketing the Alliance to new members, tips to retain members and to entice former members to return. Also, the winners of the Membership Development Project awards and HAP and LEAP awards will be featured on the web site. There were some truly amazing **and** very doable projects this year. Only the membership reports, giving actual membership numbers, are still in the leadership login. If you would like access to those, just contact me and I can help you do that. So check it out! I think you will go back again and again.

Sarah Higgins
Membership VP

LEGISLATION

If any of our Alliance members sees an article relating to Legislation and Health Issues, please send it to me or Debra Liening our Assistant VP of Legislation.

You can fax it to me at 865-523-4308, email to gbrabson@bellsouth.net or Debra Liening at liendejean@yahoo.com.

We would love to hear from you. If you see an article in your local paper we are still interested. Hope to hear from all of you soon.

Gail Brabson
Legislation VP

Reminder from the Historian

Please help me document all the fabulous work your alliance is doing during the 2009-2010 year. I will be putting together a scrapbook for Robin this year but it will only be good if I can include all of the fabulous things the alliance is doing across the state. Please include photos, newsletter items, newspaper articles about your alliance and members and anything else you think should be included. I will be collecting these items all year and would appreciate your help!

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MARK YOUR CALENDAR



SEPT. 13-14 2009 TMAA UPDATE – Murfreesboro, TN
More information to come.....