



# TMAA NEWSLINE

THE ALLIANCE  
SERVING ON BEHALF OF MEDICINE

## President's Message

### October Issue

- **President's Message**
- **Health Promotions**
- **Membership**
- **Alliance IMPACT Membership**
- **Historian Request**
- **Cheers & Tears**
- **Philanthropic Fund**
- **Mark Your Calendar**

### 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

AMA Alliance Website:

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

Phone: 312-464-4470

Leadership Development Conference (LDC) - Fall Session was held in Chicago, IL on October 4-6, 2009. Attending from Tennessee: Gail Brabson, Heidi Dulebohn, Judy Ginsberg, Robin Hutchins, Jo Terry, Sue Vegors, and Darlene Vickers. What a treat! It was an incredible learning experience. Guest speakers\* presented information we Tennesseans can use both personally and in our alliance work. Thank you to the American Medical Association Alliance (AMAA) for this opportunity. The AMAA will put the outlines of these presentations on their website, [AMAAlliance.org](http://AMAAlliance.org).

AMAA Immediate Past President Sandi Frost trained us to present the medical marriage seminar. In addition to thought-provoking speakers, interactive alliance program rounds allowed us to discuss concerns and share solutions with alliance members from around the nation. This meeting was extremely worthwhile. Again, thank you for this opportunity.



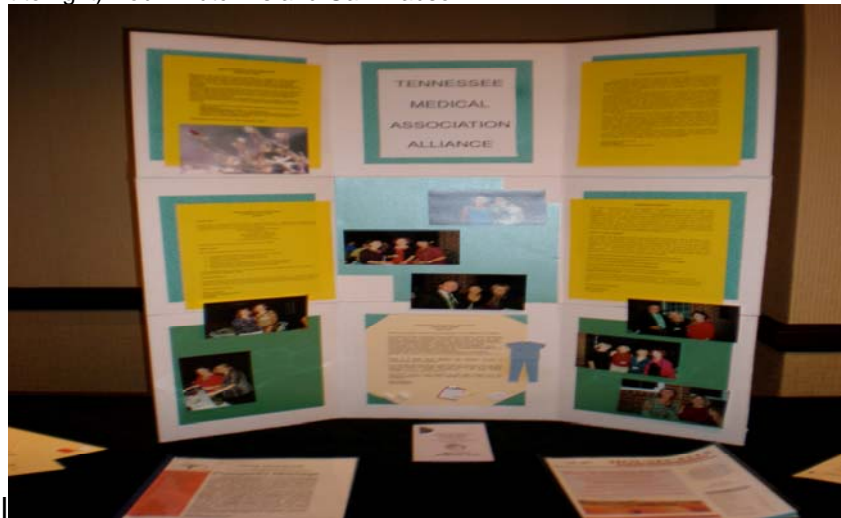
(Left to right) Sue Vegors, Robin Hutchins, Darlene Vickers, Heidi Dulebohn, Judy Ginsberg, Jo Terry, and Gail Brabson.

## Dates to Remember:

- NOV. 15** Submit names of County Presidents-Elect who will attend LDC to Judy Ginsberg, TMAA Office
- DEC. 3-5** Southern Medical Assoc. Alliance (SMAA) Dallas, TX
- JAN. 29-30** Southern Regional Alliance LDC Raleigh, NC
- MARCH 1** Deadline for submitting Health Grant requests
- MARCH 1-3** AMA Alliance Conf. & AMA National Advocacy Conf. (NAC) – Winter Session, Washington, DC
- MARCH 15** Deadline for Dolores Chandra Award Nomination
- MARCH 15** Final Membership dues to TMAA Office
- MARCH 30** Doctors' Day
- MARCH 31** Final membership dues to AMA Alliance to determine state delegate count for AMAA Annual Session
- APRIL 9-11** TMAA/TMAA ANNUAL MEETING, AIRPORT MARRIOTT, NASHVILLE



(Left to right) Robin Hutchins and Gail Brabson



Alliance friends enjoying dinner

\*John J. Ratey, M.D. of Harvard Medical School talked on the intimate health connection between the body, brain, and mind. Exercise keeps us mentally fit as well as physically fit. Food for thought for a state where 47+% of our school age children fall in the overweight/obese category.

\*Krista Crawford-Mathis, PhD discussed how to spot potential leaders and energize them. Dr. Crawford-Mathis is an expert in

2009-10  
TMAA LEADERSHIP

Robin Hutchins  
Gail Brabson  
Dottie Pennington  
Mary Ann Lovelace  
Beth Kasper  
Ellen Evancho  
Shawna Dittrich  
Sarah Higgins  
Darlene Vickers  
Andrea Gaume  
Madeline Becker  
Emily Shore  
Mona Copeland  
Debra Liening  
Amy Sowell  
Kellee Bryant  
Milli Yium  
Leanna Wright  
Jamie Singer  
Amber Cesare  
Annelle Bond  
Barbara Trautman  
Marcia Young  
Tad Lisella  
Robert D. Kirkpatrick, MD

leadership development and has a Doctorate in Organizational Management.

\*Sandy Goldberg, PhD and Sandra Adamson Fryhofer, M.D. helped us learn how to evaluate what we read and hear about issues such as the H1N1 flu vaccine, food labels, and new drugs. Dr. Goldberg is a nutritionist and Chicago NBC affiliate and Dr. Fryhofer is with the AMA Council on Science and Public Health.

\*Professor David M. Crane, Syracuse University College of Law, shared his experiences as the first American since the Nuremburg trials (1945) to serve as the Chief Prosecutor of an international war crimes tribunal (Sierra Leone). His dynamic leadership style was shared under the appropriate title "Leadership Under Pressure."

Thank you to Presidents Katie Warren and Melissa Portera and the Chattanooga-Hamilton County Medical Society Alliance for inviting me to their meeting honoring their members who have been with the alliance for 50+ years. Darlene Vickers and I enjoyed the day with their inspiring alliance.

Have a great fall,

*Robin*

### Health Promotions

If you are looking for ideas for projects for your community, [amaalliance.org](http://amaalliance.org) is an invaluable website. Click on the "Project Bank", and view hundreds of suggestions that may benefit your hometown.

It is not too early to be thinking of health grant requests for next year. Updated forms are on the TMAA web site - [tmaalliance.org](http://tmaalliance.org). Grant request form packets will be mailed to county health promotions chairs after January 1, 2010. The deadline for submitting health grant requests is March 1, 2010. If there is any way I can help your county alliance complete a health promotions project, please contact me at [sld4@comcast.net](mailto:sld4@comcast.net).

Remember the Southern Medical Association Alliance (SMAA) is holding their meeting in Dallas, December 3-5, 2009.

Respectfully submitted,  
Shawna Dittrich  
VP Health Promotions

### **MEMBERSHIP-EACH ONE BRING ONE!**

As we begin the Fall season, our alliances are beginning to make preparations for their membership drives. I know that some of you already have drives underway. For those of you who do not start the membership/retention drives until early winter, I suggest that you start earlier so that you have more time to spend on this crucial activity. There are any number of sports and seasonally related themes you can use to raise enthusiasm for your drive.

Any way you do it, please remember that “The Personal Touch” is a gracious and important part of the recruitment and retention process. It is for that reason I am reminding you that “Each One Bring One” has time and time again proven to be a successful strategy for alliances seeking to grow their membership. Membership is not just the responsibility of the Chair and committee. Responsibility for membership growth lies in the hands of each member. Think of the growth possibilities if each member took responsibility for recruiting a new member or bringing a former member back.

I challenge each of you to call a potential member, invite her or him to a meeting, offer transportation to and from the meeting. Consider asking a group of new physician spouses to the same meeting. During the ride, you can let the potential member know what the alliance has meant to you. Frequently this is the friendships that you have developed which may be just what the new people in town are looking for. She or he could also be looking to learn new skills or seeking to make a difference, so take the opportunity to find out where his or her interests lie so that you can introduce your guests to other alliance members who have similar interests. Don't stop with the ride home! Make sure you follow up and call your guest to let him or her know how much you enjoyed the company. Issue another invitation to a meeting. Help find babysitting if that is an issue. Be proactive!

As always, I have a plethora of membership materials from the AMAA to share with you, so do not hesitate to call on me for assistance.  
Sarah Higgins  
VP Membership

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#### **Alliance IMPACT Membership**

The IMPACT Board, at its February, 2009 meeting, established a new Capitol Hill Club membership level at \$250 for spouses of physicians who themselves do not want to join at the club level. Widows of physicians are also eligible for this category. Capitol Hill Club membership allows members to participate in special programs and receive special gifts that are not available to those at the sustaining Alliance membership level of \$100. IMPACT obviously would prefer both the physician and spouse join at the CHC level of \$1000, but understand that may not always be possible. TMAA members who are already 2009 IMPACT members are encouraged to upgrade to the Capitol Hill Club level if their physician spouse will not, or cannot, contribute at the \$1000 level. If you cannot contribute at the \$250 Capitol Hill Club level, please join at the \$100 sustaining Alliance membership level.

Joining is as easy as going to this link:

<http://www.medwire.org/impact/index.html>

The \$250 CHC spouse contribution is not listed yet, so you can print a copy of the IMPACT Membership Form and write in “\$250 CHC spouse contribution.”

We are so fortunate to have had such great successes in this last legislative session like: favorable changes in Third-

Party Reimbursement, Silent PPO transparency, Insurance Plan transparency; and to have successfully stopped: repeal of mandatory Motorcycle Helmet Law, Psychology Prescribing, and Expansion of APN/PA Scope by signing of Death Certificates, just to name a few.

Our IMPACT funds went to the right legislators so as to further TMA's agenda. Funds cannot be given while the legislature is in session from January to May. We need to begin now to replace the funds needed to have another successful year. Please join IMPACT today.

Thank you for your support of IMPACT. You strengthen our efforts with your participation.

Barbara Trautman, TMAA IMPACT Representative

You may mail your IMPACT dues to:

**2301 21<sup>st</sup> Avenue South  
Nashville, TN 37212-0909**

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#### **From 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!

Madeline Becker  
123 Chestnut Ridge Dr  
Jonesborough 37659

#### **CHEERS & TEARS FROM OUR ALLIANCES**



Please let us know of any births, weddings, deaths or other note-worthy events that we may add to Cheers and Tears. Just e-mail articles, pictures to Judy at [tmaa@tnmed.org](mailto:tmaa@tnmed.org)

### **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.

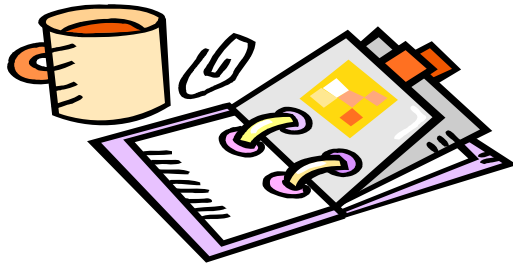
Please include the following information:

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

Send your check to:

Mrs. Beth Kasper, Asst. Treasurer  
TMAA Philanthropic Fund  
3307 Seven Mile Ferry Road  
Clarksville, TN 37040

Acknowledgments will be sent to the family of the deceased or honoree and to the donor.



### **MARK YOUR CALENDAR**

- |      |       |                                                                                                                                                                     |
|------|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NOV. | 2     | WEST TN CONSOLIDATED MEDICAL ASSEMBLY ALLIANCE Autumn Lunch (Dutch Treat) invites Weakley County & MAL members Flatiron Grille - 11AM. For more info (731) 668-3467 |
| DEC. | 3-5   | Southern Medical Assoc. Alliance(SMAA) Conference Dallas, TX                                                                                                        |
| DEC. | 4     | NASHVILLE ACADEMY OF MEDICINE ALLIANCE Holiday Coffee & Silent Auction                                                                                              |
| JAN. | 29-30 | SOUHERN REGIONAL ALLIANCE LDC Raleigh, NC                                                                                                                           |