



TMAA NEWSLINE

THE ALLIANCE
SERVING ON BEHALF OF MEDICINE

President's Message

Dear TMAA Friends,

UPDATE 2009 was a memorable event. Every state alliance was represented as well as Members-at-Large. The meeting started on Sunday afternoon, September 13, at the Tennessee Orthopedic Alliance office in Murfreesboro, TN. We were joined at that meeting by Barbara Jett, current President-elect of the Southern Medical Association Alliance. Dinner was an elegant get-together at the home of Lynn Swafford. After the meal (catered by 5 senses), Mike Todd, Tennessee Medical Foundation Administrator, discussed the purpose of the foundation as well as how we can support their efforts. Russ Miller, TMA Sr. Vice President, discussed the TMA's strategic plan and how we (TMAA) are an integral part of its success. Saturday concluded with an informal gathering in the President's room at the Embassy Suites Murfreesboro.

Monday's meeting was held at the Embassy Suites Murfreesboro and featured our guest speaker, Cynthia D'Amour, MBA. Cynthia, President of People Power Unlimited, has served more than 67 total years on volunteer boards and has recruited more than 250 members. She is the author of **The Lazy Leader's Guide to Outrageous Results, How to Turn Generation Me into Active Members of Your Association**, and **Networking: The Skill the Schools Forgot to Teach**. After lunch at the hotel, Gary Zelizer, TMA Director of Legislative Affairs, spoke to our group about the successes accomplished in 2008-2009 by the TMA Political Action Committee and their plans for the upcoming year. Amy Bowland, TMA IMPACT Fundraising Chair, and Brenda Williams, TMA Communication/Tennessee Medicine editor also joined us on Monday. Amy brought the new IMPACT brochure for each county and Brenda photographed our event for an upcoming issue of Tennessee Medicine. Thank you to county leaders who brought displays to share. All our county alliances are assets to their communities.

Thank you to Katie Jordan and Vickie Eastham (Rutherford County/Stones River Alliance) and Rinah Hamburger and Susan Kirkwood-Koenig (Nashville Academy of Medicine Alliance) for chairing UPDATE 2009. Well done!

Sincerely,
Robin Hutchins President
rhutch1029@gmail.com

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Contact Us

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Direct Line: 615-460-1651
1-800-659-1862
AMA Alliance Website:
www.amaalliance.org
Phone: 312-464-4470

Dates to Remember:

OCT 4 -6 AMAA LDC
Chicago

UPDATE 2009 PHOTOS



TMAA President Robin Hutchins & President-Elect Gail Brabson



AMAA Director Sue Vegors



**TMAA Exec. Past President
Sarah Higgins**



TMAA IMPACT Chair, Barbara Trautman



**SMAA President-Elect Barbara Jett (standing)
TMAA Immediate Past President Darlene Vickers (seated)**

Health Promotions

The online newspaper campaign for Screen Out! has received a \$1000 award to defray costs to LDC in October to the Tennessee chapter. Congratulations to Robin Hutchins and Sue Vegors who spearheaded this project over the summer.

Many thanks to all of the local chapter health promotions projects that were shared during UPDATE 2009. There were numerous displays from all over the state of various projects that were completed up to this point. I thank each of you for sharing your successes. Keep up the good work!

If you are looking for ideas for projects for your community, 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.

The Southern Medical Association Alliance (SMAA) is offering a \$500 grant to local alliances who attend the annual meeting and display their health promotions project. The meeting will be held in Dallas, December 3-5, 2009.

Respectfully submitted,
Shawna Dittrich
VP Health Promotions
sld4@comcast.net

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

2009-2010 Proposed Bylaw Changes Passed

The following proposed Bylaw Changes were placed on our UPDATE 2009 agenda, voted on and passed.

- I. Article 3.3.2(h).
In the second year following term of office, assume chair of the Board of Managers of the TMAA Philanthropic Fund.
Proposed:
Eliminate this and combine with the President's year Immediately following office.
- II. Article 3.3.5 Treasurer
Proposed:
Add a requirement that the Treasurer is responsible for the timely filing of all required tax forms. This can be by making sure an Accountant has the appropriate paperwork to prepare the forms and following through by making sure the forms are timely filed.
- III. Article 6.1.2 Finance
Shall be composed of the immediate past treasurer, who is the chairperson, the treasurer, the assistant treasurer, and a past state president, appointed by the chairperson, in consultation with the president.
Proposed: Remove the immediate past treasurer and make the treasurer the chairperson.

Sarah Higgins
TMAA Executive Past President

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 21st Avenue South
Nashville, TN 37212-0909**

AMA Alliance Leadership Development Conference,

October 4-6

The Leadership Development Conference (LDC), at the Chicago Marriott Downtown Hotel is a two-and-a-half day networking opportunity for all

Alliance members to ensure our voice in support of medical families. See what we're offering and register for the meeting at http://www.amaalliance.org/site/epage/64805_625.htm

Come early for the Saturday, October 3rd, Welcome Reception. This year's dynamic program will host nationally-known speakers at the Chicago Marriott Downtown (Magnificent Mile) hotel, located at 540 North Michigan Avenue. Targeted sessions will address the top priorities and needs requested by Alliance members. As an Alliance member, you will find this conference to be your once-a-year opportunity to network with a broad cross-section of other state and county leaders and share your experience, ideas and programs.

The Leadership Development Conference will include:

- Dynamic, nationally recognized speakers on work/life balance, membership and leadership issues.
- New national services and resources for Alliance leaders. Introduction of new member services.
- Sessions that will help you build your Alliance, find new members and identify potential leaders.
- A special session offered by AMPAC speakers who will provide training from AMPAC's famous Campaign School and Candidate Workshop. These sessions will translate into valuable skills for any leadership role you hold...from county committee chair to state president.
- Shop our bookstore for your projects.

You can now make hotel reservations by going to the [Alliance Web site](#). In the meanwhile, if you have any questions pertaining to the meeting, please contact the AMA Alliance at 312.464.4470 or amaa@ama-assn.org

OOPS....

At UPDATE Directory 2009-2010 was given out. Unfortunately, at this time we have found one mistake.

Please correct your books

p. 12 Treasurer Maria Jernigan (correct e-mail should read – TMJernigan@att.net

Thanks.



NEWS FROM OUR ALLIANCES.....

You are cordially invited to attend **NAMA's** opening meeting of the year on Friday, October 2, 2009 at 10:30 am at Richland Country Club. Their speaker will be Cathi Aycok, The Shopping Diva, from The Tennessean. Learn "How to Dress for Your Body Type and Make the Most of Your Fashion Dollars. Lunch will follow the program. RSVP by sending \$20 to Sue Minch, 224 Deer Park Drive,

Nashville, TN 37025. Please bring a new or gently loved children's book to be donated to Vanderbilt Children's Hospital. Board books and books for tweens and teens are needed the most.

NAMA has started an exciting new volunteer program at Faith Family Medical Clinic. They are volunteering on the third Tuesday of the month from 9am – 12 noon in a non-medical role. If you would like to volunteer on November 17, 2009 or January 19, 2010, please contact Susan Kirkwood-Koenig @661-4220 or drscoobydoo@comcast.net. They need two volunteers for each date.

It's not too early to plan for the holidays. Their annual Holiday Coffee and Silent Auction will be held on December 4, 2009.

We would like to hear how your Alliance is doing. Submit your article to Judy by the 20th of each month tmaa@tnmed.org. Any questions, call 615-460-1651

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.

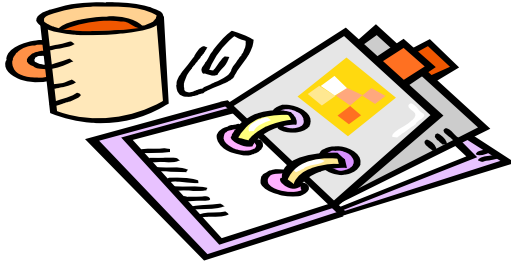
Please include the following information:

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

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| OCT. | 2 | NASHVILLE ACADEMY OF MEDICINE ALLIANCE (NAMA) – Opening meeting (More details – see above) |
| OCT. | 4-6 | AAMA LDC - Chicago (see above) |
| OCT. | 18 | RUTHERFORD COUNTY/STONES RIVER ALLIANCE Annual family picnic--sunset, the MYO symphony and picnic baskets at Oaklands (More details – 615-893-6296) |
| DEC. | 4 | NASHVILLE ACADEMY OF MEDICINE ALLIANCE Holiday Coffee & Silent Auction |