



TMAA NEWSLINE

“COMMUNICATE, EDUCATE, PARTICIPATE”

April/May 2011 Issue

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- No One Joins for the Umbrella Program
- Health Promotion Grants
- Special Thank You
- IMPACT
- AMAA Annual Mtg.
- Is it your birthday?
- Philanthropic Fund
- Mark Your Calendar

Contact Us

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www.TMAAlliance.org

E-Mail:
TMAA@tnmed.org

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Direct Line: 615-460-1651

1-800-659-1862

President: Barbara Blanton

Cell: 931-639-3289

barbarablanton@aol.com

AMA Alliance Website:

www.amaalliance.org

Phone: 312-464-4470

President's Message

We wanted to share this outstanding program of Julie Newman, AMAA Membership Marketing Advisory Committee Chair who because of her husband's unexpected surgery was unable to present it at the 2011 TMAA Annual Meeting. However fortunately for us our own Sarah Higgins and Sue Vegors stepped right up and did a superb job. Thanks so much to both of them... This is an outstanding tool for membership. Please read and put it to good use for your local alliance.

No One Joins for the Umbrella!



Tools for Membership Growth and Retention



The Eternal Questions

Why Should I Join the Alliance?
What Do My Dues Support?
What is the Value to Me?
What is the Alliance's Political Position?



Dates to Remember:

June 19 – 21 AMAA Annual
Mtg. - Chicago

2011-12 TMAA LEADERSHIP

Barbara Blanton
Beth Kasper
Vicki Eastham
Madeline Becker
Ellen Evancho
Dottie Pennington
Susan Brown
Kalpana Gowda
Heidi Dulebohn
Deborah Hilgenhurst
Gail Brabson
Robin Hutchins
Emily Shore
Sheila Herring
Sue Vegors
Sarah Higgins
Beth Thomas
Connie Stohler
Annelle Bond
Stephanie Adams
Sharon Gerkin
Debra Liening
Kathy Patten
Andrea Gaume
Jo Terry
Winfred Ruffner, Jr., MD

Your Daily Lightbulb Moment

- Words of Wisdom

Attitude is a little thing that makes a BIG
difference.

-Sir Winston Churchill

Why Should I Join the Alliance?

YOUR number one response:

“By joining you make a commitment to a nationwide organization of other medical families dedicated to supporting one another, securing the future of the practice of medicine, and shaping the outcomes of public health.”



MAKE IT PERSONAL!

Nothing works better than the one on one ask.

Strategy - Team Effort



- What is your membership goal?
- What does your Alliance do to meet the mission?
- Highlight accomplishments
- Thank your members! Always!

The 3 C's of Membership

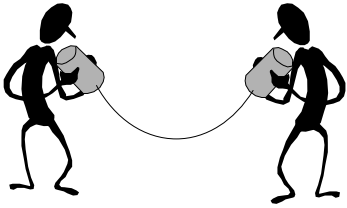
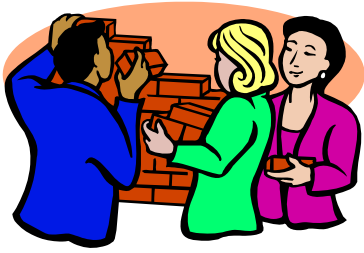
Communicate

Communicate

COMMUNICATE!

Sometimes It Really *Is* All About the Moolah

- Reimbursements are down
- Alliance dues have fallen on priority list
- Perception that Alliance will always be there
- The Alliance membership is large enough to miss me for a year or two





Reality Check



- *Membership Dues are the MAIN source of revenue for the AMAA.*
- Dues primarily support staff salaries and benefits, office supplies, professional services, and technology needs adequate to our membership and budget
- AMAA receives in-kind support for office space, HR support, and other overhead services from the AMA valued at approximately \$250,000/year.
- Dues help to close the gap for LDC and the Annual Meeting above registration fees. The Board and staff constantly seek ways to minimize expenses and maximize income from these events.
- Dues fund limited travel budgets for Speakers Bureau and other required travel for national board and committee members.
- *AMAA dues DO NOT go to support AMA Foundation, AMPAC, or other scholarships.*

Staff Responsibilities



As in any organization or business, the staff performs certain roles essential to running a National Organization:

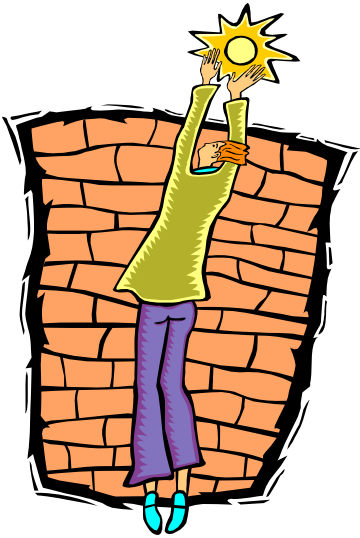
- *Routine administrative duties such as database management, invoicing, accounting, maintaining communication and the website.*
- *Manage broadly accepted activities that are supported by the membership as a whole such as LDC and the Annual Meeting.*
- *Aid and advise state and county members and leaders on issues important to them and their organization.*
- *Provide resources for health related projects that can be utilized by any member.*

Looking Beyond the Backyard



- Most membership value is local
- Value is defined as those opportunities and experiences that impact you in your day to day life.
- Value is also found in the joint ventures of the Alliance and other branches of organized medicine or allied health groups.





Strategy - The Quarterback

- State and National goals and objectives
- Develops partnerships with public and private sector groups
- Links counties into state and national networks
- Articulates legislative priorities
- Personal growth and development workshops
- Supports and trains leaders



Which Came First?

Leadership Development is one of the highlight offerings of the Alliance.

- Difficult for grassroots member to quantify.
- Without trained and supported leaders there would be no Alliances; without members there would be no pool of leaders to develop.
- Leadership and personal growth skills can translate to other aspects of members' lives beyond their immediate Alliance experience.

Show Me the Umbrella!

- Tangible benefits include discounts for Hertz, Sears, and select travel packages.
- However, most members *don't* join for those reasons!
- Only a small number of eligible members join at any level
- Why do they join?
 - To volunteer for healthier communities
 - To advocate for better public health outcomes
 - To advocate for a more secure future for the practice of medicine
- Who benefits?

ALL MEMBERS OF THE FAMILY OF MEDICINE!



Politically Speaking

- The AMA Alliance respects the diverse opinions of ALL of our members
- The AMA Alliance remains apolitical and bipartisan
- The AMA Alliance appreciates that consensus rather than 100% agreement on issues keeps us a well-rounded organization
- The AMA Alliance does not set policy for the AMA nor do they set ours.

Your Daily AWWWW Moment



OUR TMAA BOARD OF DIRECTORS FOR 2011-2012

President: Barbara Blanton

President-Elect: Beth Kasper

Recording Secretary: Vicki Eastham

Treasurer: Madeline Becker

Asst. Treasurer: Ellen Evancho

Focus Group Vice-Presidents

AMA Foundation: Dottie Pennington

Health Promotions: Kalpana Gowda

Legislation: Deborah Hilgenhurst

Membership: Robin Hutchins

Asst. VP AMA Foundation: Susan Brown

Asst. VP Health Promotions: Heidi Dulebohn, Washington-Unicoi Johnson City

Asst. VP Legislation: Gail Brabson

Asst. VP Membership: Emily Shore

Parliamentarian: Sheila Herring

Archives Committee: Robin Hutchins, Sue Vegors, Sarah Higgins

Bylaws: Sarah Higgins and Beth Thomas

Finance: Madeline Becker

Planning and Development: Gail Brabson

Reading: Connie Stohler

Personnel: Annelle Bond and Stephanie Adams

IMPACT: Sue Vegors

Physicians Health Program: Sharon Gerkin

Legislation: Debra Liening

TMF Board Representative: Kathy Patten

TMA Advisory Committee Representative: B. Winfred Ruffner, Jr., MD

Philanthropic Board Chair: Gail Brabson

Representatives to serve as Members-at-Large on the Philanthropic

Board: Andrea Gaume, Sharon Gerkin, Jo Terry

**BE A MEMBER OF OUR
TEAM. BE A TEAM PLAYER.**



Barbara Blanton, TMAA President 2011-2012

TMAA HEALTH PROMOTIONS/HEALTH GRANTS

The TMA Alliance (TMAA) supports its county affiliates in their efforts to improve the health of Tennesseans through state health grants awarded annually. Our physician partners in TMA contribute \$10,000. The TMAA Philanthropic Fund oversees the dispersal of the grant funds. Alliance members create and execute the Health Projects. Applications for the 2012-2013 TMAA Health Grants will be due on March 1, 2012. For more information, contact TMAA Vice President of Health Promotions, Kalpana Gowda, 3014 Bowers Lane, Murfreesboro, TN 37129, kalpchand65@yahoo.com

The following Health Grants were awarded at the TMAA Annual Meeting on April 15-16, 2011:

Knoxville Academy of Medicine Alliance

SAVE (Stop America's Violence Everywhere) materials - Literature and materials purchased from the AMAA will be distributed to 40 Knox County Schools reaching approximately 9,000 elementary students; grant amount: \$1,500.

Nashville Academy of Medicine Alliance

"Fight a Fever" - this project services 200 families in need of medical supplies and non-prescriptive medication for monitoring and control of fever symptoms. This program would be implemented through the Faith Family Clinic, which provides primary health care for the working uninsured and their families. Each package is labeled "Provided by the TMA, TMAA and NAMA"; grant amount: \$1,840

Washington-Unicoi-Johnson County Medical Alliance

Purchase of equipment for the Johnson City Downtown Clinic to use in at least four migrant camp mobile clinics each summer and at local health fairs. Equipment includes an oto-ophthalmoscope and a Colestech LDX; grant amount: \$3,510

West Tennessee Consolidated Medical Assembly Alliance

"Did You Know? Nutrition Fact Sheet" will be purchased and given to the Coordinated School Health Administrator in the counties that are part of our Alliance. These colorful 4-page flyers are a tool for school age children to learn about healthy eating and exercise. Grant amount: \$1,350.

Member-at-Large

Beth Kasper, Member-at-Large, Clarksville, TN, Meals at Brandon Hill Youth Heritage Garden. The grant was given to Mt. Olive Cemetery Historical Preservation Society to help teach at-risk children and teens how to grow a garden, maintain a healthy weight and provide healthy meals for participants; grant amount: \$1,800.

The TMAA is grateful to the TMA for its \$10,000 donation to the TMAA Philanthropic Fund, making these grants possible. We are well aware of the health issues that face Tennesseans and that we rank 47th in obesity. The TMAA is here to help the TMA in any way possible to help educate Tennesseans to live healthier lives. We want to continue to live up to our mission statement!

Suzy Smith & Mona Copeland, VP Health Promotions 2010-11



Message

from

VP

Health Promotion

2010/11

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(a special note sent to our TMAA membership.
They received funding through a Health Grant.)

Dear TMA Alliance,
I am writing on behalf of the Johnson City Downtown Clinic to express our appreciation for your generous donation for our migrant clinics. We provide many medications and diabetic supplies free of charge at our summer clinics and this donation really helps!
Thanks so much - Lisa Broyles, Medical Director

Thanks to everyone who brought baskets to our Annual Meeting in Nashville for the silent auction. We had 14 fun things to bid on and raised \$420 for the TMAA Philanthropy Fund! - Madeline Becker, Asst. Treasurer 2010-11

Dear Alliance Members,
I am urging you again to help us continue IMPACT's success by renewing or joining IMPACT. A successful 2011 for IMPACT will ensure another successful year of legislation. This will improve TMA physicians' medical practices and the health of our patients. Please consider joining IMPACT.

Alliance sustaining membership is \$100 or Alliance Capitol Hill Membership is \$250. You may mail your check to:
IMPACT, 2301 21st Avenue South, Nashville, TN 37212 or contact the **IMPACT office at 615-460-1656.**

The new website for **IMPACT** is www.tnimpact.com.

Thank you for joining or renewing!
Sue Vegors, TMAA Representative to IMPACT Board of Directors





MARK YOUR CALENDARS!
Call an Alliance Friend and Let's Attend!
JUNE 19-21, 2011
AMAA Annual Meeting
Chicago, IL

This will be the first year that states will not have to send delegates to the meeting. The meeting will be open to any and all members who wish to attend. They each will have voting rights at the meeting. The registration fee will be \$199 and will include two breakfasts, a welcome reception and a dinner. The meeting will be held at the Swiss Hotel. Go to www.amaalliance.org for more information. Hopefully, many of you will consider going in June.



Chicago Skyline



Shopping



Fine Dining

WE NEED A HISTORIAN



Know anyone who loves to scrapbook?? We need that person. They gather your photos or interesting articles about your local alliance and its members that you would like included in this year's TMAA scrapbook and consolidate it into a wonderful scrap book for us to view at 2012 Annual Meeting. Give us a call. Thanks.

Barbara and Judy



IS IT YOUR BIRTHDAY?



The TMAA wants to wish our Alliance members a **HAPPY Birthday** when it's your special day. 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 barbarablanton@aol.com and Judy Ginsberg our administrative assistant at 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.

April birthdays: Chala Osborne (9th), Emily Shore (11th), Jo Hemphill (14th), Alyne Mathes(15th), Peggy Huddleston (17th), Karin Olsen (21st), and Jennifer Sweet (29th).

May birthdays: Jane Howell (17th), Mary Morgan (18th), Kristin Mischia (21st), Betty Jean Benson (22nd), and Marcy Walker (31st).



Congratulations to our own

JO TERRY

who has been selected to serve as Secretary of the
AMA Alliance 2011-12.

She will be installed at the June meeting in Chicago. Hopefully she will have a good number of TMAA members in attendance for support.

Share and Care - The Family of Medicine

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



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. This is a great way to honor someone in a special way.

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. Ellen Evancho, Asst. Treasurer
2330 Craig Cove Road
Knoxville, TN 37919

Log on to the AMAA website www.amaalliance.org and take advantage of the new benefits for your membership as an AMAA member.

Those companies that AMAA has partnered with are: Sears Commercial, Bally Fitness, Consultants Paul Amundsen & Associates,

HEALTHeCareers



Hertz Rental Cars



Avalon Waterways



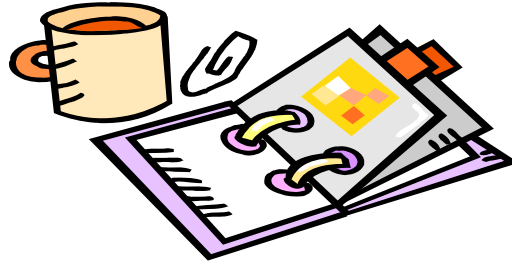
, and Amazon.com



The Amazon.com generates a rebate for the AMAA.

When love and skill work together, expect a masterpiece.





MARK YOUR CALENDAR

May 8 We hope ALL of our Mothers enjoyed their Day



May 30 Memorial Day Observed



June 19-21 AMAA Annual Meeting – Chicago (see info above)