



TMAA NEWSLINE  
"COMMUNICATE, EDUCATE, PARTICIPATE"

- October, 2011 Issue
- President's Message
  - LDC 2011 Report
  - UPDATE 2011 Recap
  - AMAF
  - IMPACT
  - SAVE Day 2011, etc.
  - Is it your birthday?
  - Share & Care
  - 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

President: Barbara Blanton

Cell: 931-639-3289  
[barbarablanton@aol.com](mailto:barbarablanton@aol.com)

AMA Alliance Website:  
[www.amaalliance.org](http://www.amaalliance.org)

Phone: 312-464-4470

**Dates to Remember:**

Oct. 12 SAVE Day

## President's Message

Judy Ginsberg has worked very hard on the new TMA Alliance website and her hard work is paying off! I do not check the website every day, but when I checked this morning, the website has had 404 visitors since the "counter" was added! As new information becomes available, it will be posted and I hope each of you will take time to view the website and make suggestions to Judy. Also, we need to find a way that the local alliance newsletters can be posted online.

On September 19<sup>th</sup>, Beth Kasper, TMAA President-elect and I visited the Rutherford County/Stones River Alliance. The informal coffee was held at the "Write Impression" stationery shop on the square of Murfreesboro and was well attended. Marylou Turpin, President, conducted the meeting and Kalpana Gowda, Health Promotions, VP also attended. Prior to this meeting Kalpana and I met to discuss Health Projects for the year.

Sheila Barnett and I represented the TMAAlliance at the Leadership Development Conference (LDC) in Chicago - September 29-October 2. This was Sheila's first time to attend a LDC and her comments follow. We were very proud to have Jo Terry representing TMAA as Secretary of the AMA Alliance! Jo presented an excellent program on Parliamentary Procedure.

AMA Alliance President, Emma Borders, introduced the first speaker, Dr. Peter W. Carmel, President of the AMA. Dr. Carmel gave a dynamic presentation to alliance members. He urged everyone to get involved in the grassroots program. Specifically he encouraged everyone to call their U.S. Representatives and Senators and request them to repeal the SGR (Sustainable Growth Rate). Physicians will automatically receive a 30% reduction in payments on January 1, 2012. The Balanced Budget Act of 1997 created SGR's! We must eliminate SGR and Protect American's Physicians!

The Patient's Action Network number is 1 (888) 434-6200 or [www.Patientsactionnetwork.org](http://www.Patientsactionnetwork.org). The Physician's Grassroots Website: 1 (800) 833-6354 or [www.ama-assn.org/grassroots](http://www.ama-assn.org/grassroots).

On October 15<sup>th</sup>, I attended the TMA BOD meeting at the Tennessee Medical Association Headquarters in Nashville. The Board meetings are always comprehensive and I was particularly interested



**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

**2011-12 AMAA LEADERSHIP**

- Emma Borders
- Pat Hyer
- Jo Terry
- Sarah Sanders
- Rosemary Xavier, Director



in the new coding system ICD-10, and the 2010 TMA Strategic Plan.

October 12<sup>th</sup> was SAVE DAY. Several Alliances participated in Save Day Activities. KAMAlliance packaged, bundled and delivered SAVE Day materials to local schools and The Bedford County Medical Association Alliance had a Proclamation signed by the Bedford County Mayor Eugene Ray.

It has now been 6 months since I was installed as President of TMA Alliance. I appreciate the newsletters that I have received from KAMA, Washington-Unicoi-Johnson, and Rutherford County/Stones River Medical Alliance. I want to hear from you... so please call, email, or send me your alliance newsletter! Beth Kasper and I would like to visit your alliance. Let us know when we can put you on our calendar.

*Barbara*



**Leadership Development  
Conference (LDC)  
Chicago,IL  
Sept. 29 – Oct. 2, 2011**

***By Sheila Barnett***

I, along with Barbara Blanton, had the privilege to attend and represent KAMA and the state of TN at the national leadership conference held by the AMAA this past month in Chicago, IL. It was a weekend packed full of informative and inspirational guest speakers and AMAA board members. The most common and main concern of *all* county and state alliances were how to build and maintain membership. The second most important concern expressed by the AMAA was that of the urgent legislation upon us in regard to the proposed Medicare reimbursement cuts.

Collectively the speakers allowed me to see the interconnection between all of the alliance organizations...from the county level, to the state, then region, and all under the national level of the AMAA ( if we so choose to participate). Together we can make a difference. The topics started with Personal Development, which can be directly applied to our Alliance Development. Our own Jo Terry presented proper Parliamentary Procedure for meetings, followed by other board members with details on planning the Alliance year and setting priorities.

The AMAA website has a vast wealth of resources for every committee of our alliance to tap into. There is a Project Bank and Fundraising Ideas, all complete with outlines already established. There is also a section, "I Keep Safe," with free info on setting privacy on Facebook sites.

**The take home quotes of the weekend:**

# LDC 2011



## ***“Both Physical and Emotional Health are essential for a strong foundation of self.”***

The Pyramid of Priorities....Self on bottom (Strongest foundation), relationships second, children or dependents next and lastly, work (or volunteering). We must take care of self in order to be the best for all that depends on us.

Communication is essential in healthy relationships.....personal and professional!

What holds responsibility for adequate communication?  
Body language....54%    Voice Tone....40%    Words....6%

### ***In spite of that.....”This is the Age of Referral”***

Social Networking through Internet Social Media *is essential* in meeting the multigenerational communication challenges.... gathering a younger audience and keeping them engaged. We have to establish our organization on the internet! Clearly state Who We Are, and What We Do...State It, Own It, Build It, Use It!

### ***“The Biggest threat to creativity is the Status Quo!”***

Be Creative in coming up with new membership and fundraising ideas! The speaker outlined many ideas and direction to help us think outside of the box and encouraged us to keep exploring ..... *“Your last idea could be your best idea!...trust your instinct!....Listen!....Embrace change!....Open yourself to new experiences! .....ask the What If questions!.....Dream.”*

### ***“Paying It Forward....LEAN ON ME”***

Patrick House, the Biggest Loser Winner of Season 10 has joined with the Mississippi Medical Alliance in developing a state wide program addressing childhood obesity. The program targets elementary school children with a message of healthier life choices.....nutrition, exercise, and relationships with fellow students. Hopefully, this will also undermine bullying by encouraging the children to bond together in encouraging one other. Their theme song is “Lean on Me” by Bill Withers. After speaking with the children, they are left with green arm bands marked “Lean on Me” to remind them to make healthier choices while being a part of his “green team.” The community is also involved by identifying areas near school grounds to teach the children how to garden and encourage the cafeterias and their workers with training in providing the students with healthier lunch options. They too have adopted a placemat to go out with the students with a clear message of proper food proportions. Patrick was an awesome guy and has an awesome program going!

**Learn**  
**Eradicate**  
**Advocate**  
**Nullify**

**Obesity**  
**Now in**

**Mississippi’s**  
**Educational system**

## Strategic Planning Report 2011

### BUILDING HEALTHY COMMUNITIES

HELPS TO DEFINE  
WHAT WE DO  
AS AN  
ALLIANCE

AMAF



Legislation Health Promo



Communication



Membership

### ***"If not you, Then who?"***

Lastly we were inspired by a motivational speaker who in fact, was the last survivor off the Continental airplane crash in the 1960s. She has faced all kinds of crossroads and challenges in her lifetime and relates to many of life's challenges we all face. She helped change the safety regulations we all benefit from even though she didn't want to testify and relive her awful experience.

*Statistically, how much does our attitude play into how we face challenges?*

***Attitude Choices = 87% of Life***

***The Problem = 20% Solution = 80%***

***Focus your energy, Encourage yourself with positive statements,  
Make an Action Plan,***

***Keep a Sense of Humor, laugh at yourself and life, Have Healthy  
Relationships- yourself and God, Be Calm and allow an answer to  
come***

***"Treat people as if they were what they  
ought to be and you help them to become  
what they are capable of being."***

***-Goethe***



# UPDATE 2011

A

M

A

F

UPDATE 2011 was held on September 11 and 12 in Knoxville and hosted by the Knoxville Academy of Medicine Alliance (KAMA). Thirty attended the two day event. Sue Vegors led an extremely effective strategic planning session and Deb Liening (our TMA Legislative Representative) shared information concerning important efforts by the TMA in the area of legislation. The Four Focus Vice Presidents presented talks as follows: Dottie Pennington (AMA Foundation), Kalpana Gowda (Health Promotion), Deb Hilgenhurst (Legislation), and Robin Hutchins (Membership).

Mary Pankiewicz, a professional organizer, presented a much appreciated program on “Real Solutions to Becoming Clutter-free and Organized.”

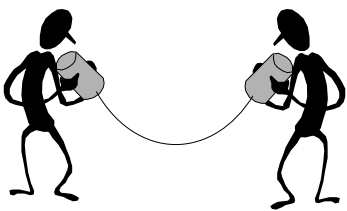
## Be heard.

Many thanks to President Karen Brown and the members of the Knoxville Academy of Medicine Alliance for arranging a successful UPDATE. Special thanks to Co-Chair Gail Brabson, Beth Thomas (goody bags), and First Hand (Sheila Barnett, Roberta Myers-Davis, Sarah Higgins, and Susan Brown). Thank you also to Dr. Tom Higgins for helping with the set up for the meal at The Silk Purse. A special thank you to Dr. and Mrs. Leonard Brabson for donating wine for the Sunday evening meal and Mr. Fred Brabson for providing music for the evening.

As always, thank you to TMAA Executive Judy Ginsberg for her invaluable support.

UPDATE 2011 was informative and a time for sharing and fun.

Robin Hutchins  
UPDATE 2011 Chair



## All About Honor Funds

### Make Your Gift Keep Giving

Your gift this year can make an impact long into the future through one of the AMA Foundation's honor funds.

#### What is an honor fund?

An honor fund is a named, endowed fund created by multiple donors that benefits from the Foundation's investment management expertise.

Once the honor fund reaches its initial goal, the investment return supports a selected AMA Foundation program or initiative.

#### How do the honor funds help make an impact?

Each fund's founding donors choose the campaign initiative the fund will support. Whether supporting grassroots public health projects or local medical students, each honor fund has a targeted impact on medical education or public health.

#### What groups or states have honor funds?

- AMA Alliance
- AMA Council on Medical Service
- California/Ronald P. Bangasser, MD Memorial Honor Fund
- Formica-Riggs New Jersey Honor Fund
- Illinois
- International Medical Graduates
- Medical Society of the State of

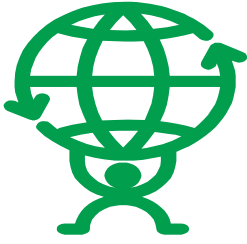
New York / Dr. Duane & Joyce Cady Honor Fund

- Missouri
- North Central Medical Conference /Kenneth Viste, MD Honor Fund
- Ohio
- Oklahoma
- Ronald M. Davis Legacy Memorial Honor Fund
- Western Mountain States

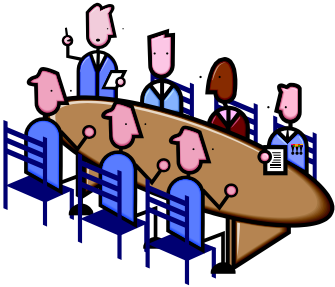
To learn more about any of these honor funds, contact [Anne Smith](#) at (312) 464-5852.

[Read](#) about endowment gift opportunities.





**WE  
NEED  
YOUR HELP!**



**THIS  
IS  
YOUR  
TIME  
TO MAKE  
A  
DIFFERENCE....**

## IMPACT

### Fall Update Report or Why we all need to support IMPACT!

**Governor Haslam and the Tennessee legislature just enacted some of the most far-reaching tort reform legislation in our state's history.** For the first time, we now have caps on non-economic damages as well as a number of other provisions making our legal system more fair and predictable to us as medical professionals.

We are fortunate to have key relationships and a strong reputation on Capitol Hill that allowed us to make our voice heard and enjoy this success.

This is directly related to the past strength of IMPACT, TMA's Political Action Committee. Our ability to support those in elected positions who share our views and support independent medicine has been critical to our success. And lawmakers FOLLOW THE NUMBERS.....

Unfortunately.....

- In 2011, our total collections have DECLINED by 25%
- We had 200 fewer individuals contribute to the PAC this year.
- Our cash on hand has decreased 60% from this time last year
- This is in a year when we passed tort reform---one of the most meaningful and impactful bills possible for our profession---and when we protected our profession on a number of other important fronts.

THIS DOES NOT ADD UP. WE NEED YOUR HELP. THIS IS YOUR TIME TO MAKE A DIFFERENCE.

At a time when politics can be so volatile, we cannot rest on our success and become complacent. Things change in politics and government, and we must remain strong to withstand those changes.

Plaintiff's lawyers will not rest until they see tort reform overturned. The trial lawyers have not stopped donating to their PAC.....we must match them if we are to ensure our continued success. The 2012 elections are just around the corner.....WITHOUT YOUR HELP NOW, IMPACT WILL NOT BE ABLE TO SUSTAIN OUR SUPPORT OF THESE ELECTED OFFICIALS.

Please visit the IMPACT Website at [www.tnimpact.com](http://www.tnimpact.com) to make a contribution or send a check for \$300 sustaining or \$1,000 for Capitol Hill Club today. Membership forms available from me, and I would be happy to talk to anyone about IMPACT!

***Sue Vegors, TMAA Representative to IMPACT Board of Directors***



*Our  
Collection  
of  
Pictures*

---

## **SAVE DAY 2011**

The AMA Alliance created Stop America's Violence Everywhere (SAVE) in 1995 to be a part of combating the problem of violence in our communities. Listed in the calendar of National Health Observances, this year-round program spotlights the issue of violence in America with SAVE TODAY on the second Wednesday of October. This year, SAVE Today was observed on October 12<sup>th</sup>. Our TMAA President Barbara Blanton was first introduced to SAVE as a member and eventually President of the Medical Alliance in Mississippi. She has brought her enthusiasm for SAVE projects to the Bedford County Medical Association Alliance and TMAA. Barbara is shown below with Bedford County Mayor, Eugene Ray, and Bedford County Medical Association Alliance Member, Brenda Monajjem.



Barbara Blanton and the TMAA Board are very interested in hearing more about SAVE Today initiatives across the state. For example, Jo Terry reported that "KAMA divided, packaged, and delivered SAVE booklets throughout the school system today." Please share your stories, ideas, and pictures with me, Kalpana Gowda ([kalpchand65@yahoo.com](mailto:kalpchand65@yahoo.com)) or Judy Ginsberg ([tmaa@tnmed.org](mailto:tmaa@tnmed.org)).

Kalpana Gowda  
VP Health Promotions



*Visit By TMAA President & President-Elect  
To Rutherford County/Stones River Alliance...  
Barbara Blanton, Marylou Turpin, & Beth Kasper  
at the stationery shop (Write Impression) in  
Murfreesboro.*



WE  
NEED  
YOU!

**TENNESSEE MEDICAL ASSOCIATION ALLIANCE  
Membership-at-Large Form**

Please send this application with your check for \$80.00\*  
payable to **TMAA** to:

TMAA  
P.O. Box 120909  
2301 21<sup>st</sup> Avenue South  
Nashville, TN 37212-4934

NAME \_\_\_\_\_

SPOUSE'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZIP CODE \_\_\_\_\_

COUNTY \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

\* Your \$80.00 pays for dues in AMAA and in TMAA.

Please check any applicable areas:

I am interested in being a dues-paying member only.

I am interested in attending state meetings.

I am interested in starting an organized alliance in my county.

If you have any questions, please feel free to contact the TMAA office at the following:

Phone: (615) 460-1651

Fax: (615) 312-1962

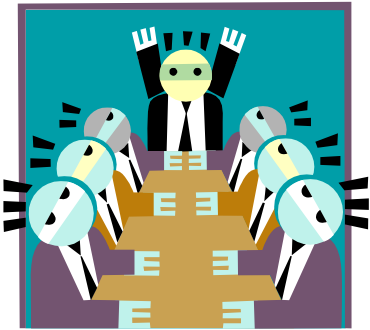
1-800-659-1862

Email: [tmaa@tnmed.org](mailto:tmaa@tnmed.org)

Or you may contact President Barbara Blanton at:

Phone: 931-684-6761 E-mail: [barbarablanton@aol.com](mailto:barbarablanton@aol.com)

We appreciate your continued membership in the Tn. Medical Association Alliance



**If not a member  
of an alliance, be  
a Member-At-  
Large.**

## 5 TIPS FOR RELAXING AT THE END OF THE DAY....

The day is almost done, but your stress level is sky-high. Try these **tips for relaxing** to help yourself wind down and get into the right frame of mind for a good night's sleep.

### 1. Aromatherapy

Aromatherapy can be an effective way to relieve stress at the end of a long day. Light a favorite scented candle, or choose a special room where you can plug in an air freshener in a scent that relaxes you. If you're not a fan of candles, reed diffusers are a new and unique way to add subtle fragrance to a room. The key is to choose a scent that is relaxing to you - try lavender.

### 2. Music

Music is another great stress reliever. Go to a quiet room and put on a favorite relaxing CD. Or, if you have no quiet room, pop on your iPod and listen to soothing music. Music is more calming and sleep-inducing than are chaotic television shows or stress-raising talk radio. Give your mind a break and soothe your spirit with music. Classical music is always good (think Debussy, "Clair de Lune," etc. - or simply search for "soothing classical music" at Amazon.com).

### 3. Pets

Do you have a pet? If not, you may want to consider getting one, as pets are an excellent way to achieve work/life balance. There's a reason it has been said that "a dog is a man's best friend." Animals are gentle (well, most of the time), accepting, and ask little of us. In return, they give affection with no strings attached. Snuggling on the couch with a small critter is a great way to relieve stress at the end of the day. Check out all the pets waiting to be adopted from your local animal shelter - you will feel even more relaxed knowing that you have most likely saved an animal's life!

### 4. Home Spa

Going out to the spa may not sound like a good idea when your day has already been too full. How about having a spa evening at home? First, arrange for a leisurely soak in the tub, complete with bubbles. Go ahead and fill the tub almost to the top, the way you see in commercials. Ahhhh ...

You can treat yourself to a mini-pedicure and slather your feet in a heavy lotion; then wear thick socks to bed. This is relaxing, and you'll wake up to baby-soft feet.

### 5. Read

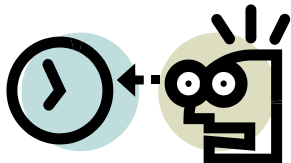
"Medicine for the soul" was inscribed over the library door in ancient Thebes, and for good reason: books offer an escape; a vicarious way to travel and experience many things we don't have the opportunity to do in our everyday lives. Why not plan to head to your bedroom 15 minutes early tonight, and enjoy those extra minutes with a book? And don't read a book for work - read something that is fun and relaxing.

Hopefully these tips have sparked your imagination and given you some good ideas for relaxing at the end of the day. Good night!

Ever felt like this...



or



this....

Read on for the solution....



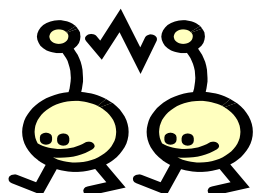
---

## 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](mailto:barbarablanton@aol.com) and Judy Ginsberg our executive assistant at [HTMAA@tnmed.org](mailto:HTMAA@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.*

*October birthdays: Leslie Copeland (1st), Linda Spence (5th), Lita Brown (11<sup>th</sup>), Lori Baker (17<sup>th</sup>), Tammy Hodge and Ellen Evancho (18<sup>th</sup>), Patty Holbrook and Hayden Parr (19<sup>th</sup>), Sue Vegors (20<sup>th</sup>), Cyndi Bailey (25<sup>th</sup>), Andrea Gaume (26<sup>th</sup>), Mary Ann Lovelace (27<sup>th</sup>), Kellee Bryant (28<sup>th</sup>) Elizabeth Bailey and Sheila Herring (29th).*



## 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](mailto:tmaa@tnmed.org).*



**JOIN US TODAY.....WE NEED----YOU!!!**



### 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

### AMAA Member Benefits!

Log on to the AMAA website <http://www.amaalliance.org> and take advantage of the 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

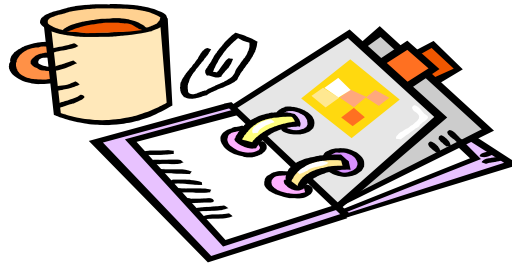


Amazon.com



The Amazon.com generates a rebate for the AMAA.





**MARK YOUR CALENDAR**

**Oct. 12**

**SAVE Day**



**31**

*All life is an experiment. The more experiments you make the better.*

*Ralph Waldo Emerson*