

Alliance Report to the CMA Board of Trustees

July 30, 2010

CMA Alliance Annual Session

The 80th CMA Alliance Annual Session was held in Sacramento April 30-May 1, 2010 and at that time I completed my two year term as CMA Alliance President. CMAA's Annual Session keynote speaker, CMA CEO Dustin Corcoran, challenged the Alliance members to assist the CMA in efforts toward shifting to the new paradigm of increased communications especially at the county level between the local societies and members. Other speakers included: Assemblymember Mary Hayashi, AMA Alliance President Nancy Kyler, financial advisor Matt Morehead from UBS, Donna Sabet, from JourneySafe, and CMA Presidents Forum Chair Dr. Dan Lensink. Twenty past CMA Alliance presidents joined the other attendees dressed in vintage attire for the 80th Year Gala Celebration Dinner. Acknowledgement was given to the Auxiliary/Alliance for its 80 years of service to the citizens of California. Ten "Dedicated County Alliance Members" were honored for their ongoing involvement and support of county projects. (Betsy Voelker Butte/Glenn, Karen Eng Stanislaus, Kitty Putnam & Liz Keese San Luis Obispo, Laurie Eager San Joaquin, William S. Lewis, MD Santa Clara, Katie White Sierra/Sacramento, Virginia Merwin Sonoma, Maurene Lensink North Valley, Cindy Terrell Fresno/Madera.) Officers for the year were installed: VP of Membership/Leadership, Tricia Hunstock, VP of Governance & Finance, Susie Bartlett, VP of Programs and Events, Naomi Flam, and Secretary, Jeanne Siu. I will serve as immediate past president and will continue to represent the CMAA on the CMA Board of Trustees.

CALPAC

* Alliance contributions to CALPAC so far this year total \$4250 representing 58 members and a monetary increase over last year.

* Alliance member Naomi Flam and her husband Dr. Marshall Flam held a very successful fundraising event for Linda Halderman, a Republican running for state assembly in the 29th AD in the Central Valley Region.

Legislation

Alliance members have signed on as key contacts and are contacting legislators using CMA's new legislator connect hotline (800-525-5017) when requested to do so by CMA.

AMAA Annual Session

An historic vote took place at this year's AMAA Annual Session June 15, 2010 in Chicago. California has been in the forefront advocating for this change for a number of years. "Regular" members of the AMAA now include physicians, spouses, domestic partners, physicians-in-training or their spouse or domestic partner. After two unsuccessful attempts to vote in domestic partners as regular members, the AMAA House of Delegates succeeded this year. This was a major accomplishment for our national organization and the CMAA board is in full support of these changes.

CMAA leaders on AMAA committees for 2010-2011 include:

- * Tricia Hunstock, Health Promotions Committee
- * Debbi Ricks, Membership Marketing Advisory Committee
- * Nancy Schneider, AMA Foundation Committee

Delegates to the AMAA Annual Session were:

* National Delegates:

Ann Hansen, Past AMAA President, Marilyn Kezirian, AMAA Secretary, Tricia Hunstock, Health Promotions Committee, Debbi Ricks, Membership Marketing Advisory Committee, Nancy Schneider,

AMA Foundation Committee

* State Delegates: Ann Hurd, Lisa Smith

* County Delegate: Patricia Lawrence

Alliance Member/Board Participation

Participation by CMA Alliance members and board members in local, state and national Alliance & Association events included: CMAA Summer Board Retreat, CMA's Medical Student Leadership Conference in Los

Angeles, Placer/Nevada County's Annual Membership Dinner, AMAA's Leadership Development Conference in Chicago, CMAA's Fall Conference in Anaheim, CMA's House of Delegates, CMA Foundation's Annual Dinner, AMAA's Western States Coalition Retreat, Ventura County's Installation Dinner, CMAA's Winter Board in Sacramento, CMA's Legislative Advocacy Training for Alliance Members in Sacramento, AMA's National Advocacy Conference in Washington DC, CMAA's Northern Regional Conference in Sacramento, CMA's Leadership Academy in San Diego, CMA's Leg Day in Sacramento, CMAA's Annual Session in Sacramento, Yuba/Sutter/Colusa's Annual Dinner, AMAA's Annual Session/AMA Annual Session in Chicago, and Monterey County's Installation Dinner.

Collaborative Efforts

In keeping with our goals and priorities stated in our Strategic Plan to strengthen relationships between the CMA Alliance and the CMA by interfacing more closely and intentionally, the CMAA board is working closely with CMA staff and leadership to:

* Define the relationship between the local medical societies and their Alliances

* Define the relationship between the local Alliances and the CMA Alliance

* Define the relationship between the local Alliances and the CMA

(The legal relationship between the CMA and the CMA Alliance was redefined in 12/08 and is stated in the CMAA 2009-2011 Strategic Plan.)

Having a clear understanding of these relationships will enhance collaborative membership/community health promotion efforts.

The Alliance is also working with our new staff liaison, Rosanna Westmoreland, VP Marketing & Communications and her staff, to develop collaborative membership, marketing, public relations and community health promotion programs. For example, the public service announcement, "Kids in Hot Cars," developed by Ron Lopp, has just been distributed throughout California and is co-branded: "A message from the physicians and Alliance members of the California Medical Association." We hope this will be the first in a

series of public service announcements presented by the CMA and the Alliance. View it on Youtube:
<http://www.youtube.com/watch?v=riBEVLV7iSA>.

Supporting the medical family by developing programs for medical students, residents, spouses and partners is another important goal in our Strategic Plan. On March 15, 2010 the Alliance held a panel discussion and luncheon for the medical students at Touro College of Osteopathic Medicine centering on the various aspects of life as a member of the family of medicine. VP of Membership, Rachel Smith is including the Alliance this year in the panel discussion at CMA's Medical School Leadership Conference to be held at Davis in the fall. This further supports the Alliance/Association collaborative efforts by focusing on the benefits of belonging to organized medicine and the Alliance from the beginning of training.

Connecting with Counties Continues

Personally connecting with county leaders and members continues to be a main focus of the CMAA Board. During my two year term as CMAA President I had the privilege and pleasure of visiting each of our county Alliances at least three times attending board meetings fundraisers and other special events. I was also able to attend many medical society meetings and functions throughout the state. Our current board will continue to have a presence at the county level. We will continue to build personal relationships with our local members and county leaders and to work closely with the local medical society staff and physician leadership.

We are pleased to report that plans are in the works to reestablish the Alliance in Monterey County. Special thanks to our own CMA Board of Trustee member, Dr. E. Valerie Barnes, who has been instrumental in making this happen.

Photo Gallery Check out our CMAA Photo gallery available on the web www.gallery.me.com/cmaa.

Debbi Ricks, Immediate Past President

California Medical Association Alliance