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**FOR INFORMATION**

**REPORT TO THE BOARD OF TRUSTEES  
FROM THE  
CMA ALLIANCE  
SUZANNE JACKSON, CMAA Executive Board  
APRIL 10, 2014**

**UPDATES**

1. **January 31 – February 2, 2014**, the CMA Alliance held its Annual Session in combination with the Leadership Conference at the Marriott Newport Beach Hotel. The business of the Annual Session centered on the merging of the CMA Alliance and the CMA Alliance Foundation. The draft merger document and bylaws were accepted by the members in attendance. The CMA Alliance Foundation has a 501(c)(3) designation, therefore the CMA Alliance will be merging into the Foundation while retaining the CMA Alliance name. This was the most expeditious way to complete the merger. New applications for this coveted tax designation are currently taking years to complete, therefore we have been advised to take this faster route.
2. **“Prescription Drug Abuse”**, the Leadership Conference focused on this current health concern. The presentations included speakers and a multi-disciplined panel of experts who addressed the problem from differing perspectives. The panel included: **Della Lisa Kerr**, Orange County Health Officer, **Roneet Lev, MD.**, Emergency Room Physician, **Mark Nomady**, Orange County Assistant District Attorney and **Sherrie Rubin**, Founder/Director of H.O.P.E. Foundation, parent of **Aaron Rubin**, a survivor of the drug overdose who was also in attendance. They stressed that the easy availability of drugs in unlocked medicine cabinets to teens and younger children, as well as the rash of home burglaries of the elderly in search of drugs, has lethal consequences. The Rubins travel extensively around the state and present their personal story and Aarons long dramatic recovery from an overdose of prescription drugs. Alliance members were given a DVD copy of **“Behind the Orange Curtain”**, a documentary produced by Natalia Costa, addressing this problem to share with their county Alliances as well as schools, law enforcement, District Attorneys, county health boards, and parent groups. A trailer of this documentary can also be seen on YouTube at <http://youtube.com/watch?=ZXhxesKOO8I>. Hulu has made a full 87 minute version available free at <http://www.hulu/watch/533568>. Copies of the DVD can be purchased at a special rate to distribute our individual counties. **Contact the CMAA for further information.** We hope that this project will evolve into a signature statewide health project for the CMAA, and in doing so, mobilize each county to address this epidemic and focus on what actions can be taken locally to reduce the problem.
3. **MICRA Updates.** **Dr. James Strebig**, a practicing physician in Orange County and CMA Board of Trustees member, provided attendees with an excellent and insightful MICRA update. **Nick Birtcil**, CMA staff shared the MICRA fight timeline along with coordinated activities in which the Alliance will be assisting. A sample of the activities would be assisting to write, send out letters, and other activities at CMA headquarters in Sacramento. **Jeff Corliss**, CEO Venture Strategies, a campaign consultant instructed us on grassroots strategies. Members would also be involved in identifying and encouraging individuals to register to vote and vote against the pending initiative as well as making presentation in front of local government boards, chambers of Commerce and Rotary clubs.

4. **Jo Terry, the AMA Alliance President** from Knoxville, Tennessee, was in attendance and presented a timely and informative workshop entitled, **“Connecting the Dots: Leadership and learning for the 21<sup>st</sup> Century”**. She incorporated the Alliance’s upcoming advocacy activities with the CMA into her talk.
5. Two Alliance members, **Dr. Holt Rose** and **Halaine Rose** attended the Democratic Convention the weekend of March 7-9, 2014 in Los Angeles at the request of the CMA. The Alliance was an active partner in the initial MICRA legislation. We will stand with and be an active partner with the CMA to defeat this initiative in November.

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