

Alliance Report to the CMA Board of Trustees - October 2013

The Alliance is gearing up for the upcoming year with positive changes. These changes have long been discussed, but implementation has been the challenge. At our latest meeting on September 21-22, 2013, in Northstar, our efforts were finally showing results. We are focusing on actively partnering with CMA in the MICRA battle at the grassroots level, showing results in our efforts to position ourselves to become relevant to the younger potential members and physicians-in-training and their spouses, offering immediate leadership opportunities at the state level to our new younger members, updating our technological expertise and giving our new website a professional look, providing social/family events, thus adding value to our membership for the whole family of medicine. It was an exciting and productive meeting. The CMA Alliance is on the move!

CMAA Fall Retreat and General Meeting

The **CMAA** and its foundation are in the process of merging to form one 501c3 organization. The Bylaws were amended and the Strategic Plan updated. The County Alliances shared their programs/projects. The following are a sampling:

Butte-Glenn has their "The Art of Dining" Fundraiser on October 4th. For more information: <http://www.bgmsalliance.com>. They are also partnering with others with a campaign to educate the public on the abuses of prescription drugs.

Fresno-Madera has taken the lead of recruiting physicians-in-training male spouses into their membership and leadership roles.

Napa is upgrading their educational puppet show for K-1st graders in the community. They have strong leadership of Alliance members of different ages.

Santa Clara uses Facebook and their website: www.sccmaa.org, as their primary communication tool. This month they are participating in "Face Ovarian Cancer" month by soliciting nail salons to discount teal color pedicures. One of the salons will be giving a \$10 donation for each teal colored pedicure. They are also working on setting up a 501c3.

Sonoma is planning to merge their 501c6 into their 501c3. They have updated their website: www.scmaa.org. In October, there will be the annual Allie Awards to honor two Alliance members. They will also repeat their Foster Gift Program in December and Garden Tour in May.

Sierra-Sacramento was unable to attend the retreat because they were holding their "Community Health Day" event on Saturday the 21st. I'm sure it was a huge success.

Upcoming Conference in Newport Beach

The CMAA will be holding their Winter Conference and Annual Session at the Marriott Hotel in Newport Beach from 1-31-14 to 2-1-14. Updates can be found on <http://www.cmaalliance.com>

We look forward to keeping you updated on our progress in future reports.

Tricia Hunstock,
Past President California Medical Association Alliance