



Just for the HEALTH of it!



Annual Report 2009-10

CELEBRATING 80 YEARS OF SERVICE TO THE HEALTH OF CALIFORNIA!

The CMA Alliance "Annual Session" was held in Sacramento on April 30 - May 1, 2010. 19 CMAA past-presidents joined us to celebrate and many dressed in vintage attire for the 80th Year Gala Celebration Dinner.



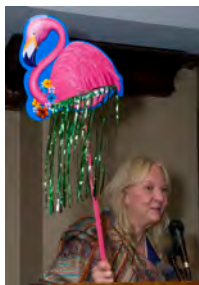
Past CMA Auxiliary/Alliance Presidents

Back Row: Ann Hansen 1989-90, Bobbi Bird 1992-93, Susie Bartlett 2002-03, Nancy Kyler, AMAA President 2009-10, Siggie Stillman 2004-05, Carla Andrews 1990-91, Carolyn Plested 2000-01, Tricia Hunstock 2005-06, Lisa Smith 2006-07, Marilyn Warrens 1978-79, Abbie Eldredge 1980-81, Betty Swensen 1983-84 Front Row: Nancy Schneider 2007-08, Winnie Hays 1993-94, Jackie Gelderman 1991-92, Debbi Ricks 2008-10, Peg Gobar Wilson 1984-85, Lee Van Giesen 1986-87, Marilyn Kezirian 1998-99, Lilly Banisadre 1999-2000

An evening highlight was a presentation created by Tricia Hunstock where each past president was "roasted" by commentators Kathleen Suros & Dr. Bill Ricks. A few of the past president "roasts" are pictured.



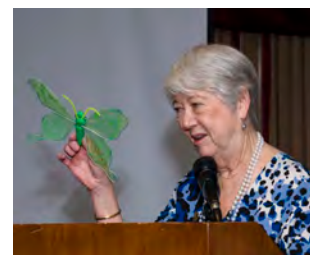
Kathleen Suros, Dr. Bill Ricks



Siggie Stillman



Carolyn Plested



Abbie Eldredge



MESSAGE FROM DEBBI RICKS, IMMEDIATE PAST-PRESIDENT 2008-10

As I look back over my term as CMAA President, it's been an interesting two years...a challenging time during which medicine has changed in ways that were previously unimaginable. Was this for the better or for the worse? That remains to be seen. But if the Alliance is to remain meaningful, our volunteers must keep in mind our mission of increasing the ability of Californians to improve their own health.

It is these challenges that make this a vital time for the Alliance to step forward and define itself as a meaningful participant in whatever lies ahead. The Alliance can show its true value by supporting the family of medicine while it works through how to deal with the changes that affect our physicians as they seek to provide appropriate care for their patients.

It has been evident in my travels throughout the state, visiting our county Medical Societies and Alliances, that each medical community in California is unique. My visits have also reconfirmed the benefits of a strong Society/Alliance working relationship. To this end, the CMA Alliance is focusing on helping counties re-establish and rejuvenate formerly active Alliances. We are also working to increase membership numbers and current member participation. It is a challenge to appeal to today's members and prospective members, all of whom are busy with family and trying to maintain work/life balance. We must continue to provide value to our members in return for their commitment.

On a personal note, it has been an honor to serve as the CMAA President these past two years and to be on the CMA Board of Trustees representing the Alliance. I have gained a greater insight into the importance of being aligned with our established and respected entity, the CMA. Special thanks goes to the Santa Clara County Medical Association, my SCCMA Alliance, and Bill Parrish, our medical executive and his staff for supporting me. My CMAA board and committee members are to be commended for their time, effort and dedication to keeping the Alliance a relevant organization. Finally, I would like to acknowledge my husband, Bill, for his support and for his dedication to his honored profession.

Working together, we will provide the support system for our medical families and for our physicians as they face the uncertainty and challenges of delivering optimal medical care to the people of California.

MESSAGE FROM THE 2010-11 EXECUTIVE COMMITTEE

By Susie Bartlett

Dear CMAA Members,

Your CMAA leadership team has been hard at work over the summer. Exciting collaborative projects and adjustments are being made. Some have been implemented; others are envisioned, and are in the planning stages. The traditional responsibilities of the president are being shared by the Executive Committee. I am in charge of chairing the meetings of the CMAA—Annual Session, the Board of Directors and the Executive Committee. All members of the Executive Committee provide input in agenda development. The Executive Committee meets by conference call on the first Wednesday of each month to discuss the business of the CMAA. The Strategic Planning Committee has been reactivated and Lisa Smith, Chair, now joins Tricia Hunstock, Sori DeVore, Jeanne Siu, Debbi Ricks and myself on the Executive Committee.

The most exciting area of collaboration is with the CMA. Staff changes and additions have occurred at CMA and the CMAA and its members are viewed as an asset. We are currently looking at ways we can merge our membership data with theirs. In September, we are participating in the annual Medical Student Leadership Conference. At the CMA House of Delegates the Alliance will be presenting a video compilation of photos that demonstrate the impact county Alliances have on their communities. Many new opportunities are just starting to evolve and come together. These new developments will make both the CMA and the CMAA stronger, more relevant organizations.

Susie Bartlett, Vice-President
Governance and Finance Council.

Board Development Committee Report 2009-10

The CMAA now has a Board Development Committee that replaces the traditional Nominating Committee. The members work closely with the current leadership team and other CMAA members throughout the year to determine the skills and experience needed to carry out the organization's strategic priorities. Board Development Committee members then take active steps to provide future leaders with leadership opportunities so that they will have the skills, confidence and commitment required to take on positions in state leadership. County leaders are personally contacted to get direct input. When CMAA committees are being staffed and appointed positions being filled, members in leadership positions contact the Board Development committee for recommendations. The committee presents a single slate to the membership for election at the Annual Meeting.

The slate presented and elected for the 2010-2011 Year includes: Co-Vice Presidents of Membership & Leadership: Tricia Hunstock and Sori DeVore; Vice President of Governance & Finance: Susie Bartlett; and Vice President of Program & Events: Naomi Flam.

Thank you to Susie Bartlett, 2009-10 Board Development Committee Chair, and to Ann Hansen, Sandi Anderson, Ting Kurihara and Victoria Soto for their service on last year's committee. Members of the 2010-11 committee include; Sandi Anderson, Ting Kurihara, Victoria Soto, Lisa Smith and Gabby Neubuerger.

CMAA YEAR-END REPORT 2009-10

INCOME	
Membership Dues	\$37,485.00
Program/Meeting Fees	\$13,039.00
Grants/Individual Donors/Other	\$12,328.00
Scholarship From Designated Fund	\$1,815.00
Dividends/Interest	\$5,650.00
TOTAL:	\$70,317.00
EXPENSES	
Cmaa Meetings/Conferences	\$29,609.00
Amaa Meetings/Conferences	\$8,417.00
Coop Projects/Mtings With Cma	\$2,382.00
Member/County Services	\$6,057.00
Website/E-New/Newsletter/Marketing	\$9,884.00
Board/Governance	\$3,451.00
Fees Related To Financial Trans.	\$2,421.00
Costs Of Mbrs Working In Office	\$3,074.00
Professional Expenses/Insurance	\$1,885.00
TOTAL:	\$67,180.00
INCOME:	\$70,317.00
EXPENSES:	\$67,180.00
PROFIT/SHORTFALL	\$3,137.00

NEW CMAA BOARD MEMBERS 2010-11



Officers for the new year were installed at Annual Session:

Co-VP of Membership/Leadership **Sori DeVore**, Co-VP of Membership/Leadership **Tricia Hunstock**, VP of Governance & Finance **Susie Bartlett**, VP of Programs and Events **Naomi Flam**, and Secretary **Jeanne Siu**. **Debbi Ricks** serves as immediate past president.

Citing personal and business reasons, Naomi regrettably submitted her resignation, but remains active in the Fresno Madera Medical Society Alliance and is Co-Chair of the CMAA Regional Conference scheduled in October.

If you are interested in serving on the Board of Directors or one of the committees, please contact Susie Bartlett at swbart@comcast.net.

DEDICATED COUNTY ALLIANCE MEMBERS 2009-10

One of the highlights of our CMA Alliance year occurs at Annual Session, when each county has the opportunity to nominate a local member to be honored for his/her service to the community by the CMA Alliance. Ten dedicated volunteers from nine county Alliances were honored at a special luncheon held May 1, 2010. Family members and friends gathered to recognize the special accomplishments these volunteers have made - both in their Alliances and in their communities. These special volunteers are an inspiration to us all.



Left to Right:

Liz Ness (San Luis Obispo County),
Virginia Merwin (Sonoma County),
Katie White (Sierra/Sacramento),
Cindy Terrell (Fresno/Madera),
Dr. William S. Lewis (Santa Clara County),
Kitty Putnam (San Luis Obispo County),
Karen Eng (Stanislaus County),
Maurene Lensink (North Valley),

Not pictured: **Betsy Voelker** (Butte/Glenn),
Laurie Eager (San Joaquin County.)

MEMBERSHIP MATTERS!

“Building Relationships - “Each One, Reach One”

By Sori DeVore & Tricia Hunstock, Co-Vice-Presidents



Greetings to all CMA Alliance members and friends from your Co-VP's of Membership/Leadership. We are continuing with the “Each One, Reach One” campaign and this year, we are concentrating on building relationships. We hope that all county Alliances reach out and personally invite prospective & former members; physicians, spouses/partners, and medical students to join the Alliance. The health of our communities and our state is greatly improved by our efforts.

Providing leadership training opportunities for our county Alliances continues to be a major goal. Our conferences give you the skills to be leaders not only in your Alliances but in your jobs and your communities. Join us for these upcoming training opportunities:

- **October 6, 2010:** “The Practice of Medicine in the Future”; Fresno
- **February 4-5, 2011:** Western States Conference; San Diego
- **May 6-7, 2011:** CMAA Annual Session; Los Gatos

CMAA leaders are available to visit county Alliances. Let us know if you would like assistance with leadership building, membership, budgeting, etc.

LEGISLATION DAY, APRIL 27, 2010

By Cynthia Ginn, R.N., CGCS



Pictured from top to bottom:

Patty Witmer, Sandi Anderson, Penny Galloway, Carolyn Miller, Lisa Smith, Anita Balardi, Patricia Falçone, Jeanne Siu, Nancy Schneider, Victoria Soto, Tricia Hunstock, Cyndi Ginn, Charmaine Fraters, Mary Jo Anhalt, Mary Hayashi, Barbara Andras, Jacque Mentz, Debbi Ricks, and Suzanne Jackson

There were approximately 300 people in attendance including 36 plus Alliance members, some of whom are pictured. Highlights of Legislation Day included:

- Health Issues and Policy Agenda Briefing from Jodi Hicks, CMA Vice-President, Center for Government Relations
- Legislative Priorities from John Perez, Speaker, California State Assembly
- Budget Panel Presentation: how the budget process works and why is California in the shape it is
- Keynote speaker was Robert Hertzberg, Speaker Emeritus, California State Assembly and Co-Chair California Forward

I highly encourage you to attend CMA's Legislation Day. Legislators are making decisions everyday about healthcare and we need to be the ones to provide the most accurate information about how their decisions affect physician practices.

I administer my husband's Gastroenterology practice and every day we are faced with issues that are being decided by someone who is not in the medical profession. By attending Legislation Day, this is one way we have a voice. NO ONE else will do it with the passion of a physician or a physician spouse.

THANK YOU TO THE OUTGOING CMAA BOARD OF DIRECTORS!



Left to Right:

Ann Hurd, Secretary

Nancy Schneider
Immediate Past-President

Tricia Hunstock, Vice-President
Governance & Leadership

Debbi Ricks, President,

Naomi Flam, Vice-President
Marketing & Public Relations,

Lisa Smith, Vice-President
Finance & Operations

ALLIANCE MEMBERS HELP RAISE OVER \$250,000 TO GIVE BACK TO CALIFORNIA COMMUNITY & FOR HEALTH CAREER SPONSORSHIPS

Alliance members have been busy throughout the state this year raising funds for community projects and for health career scholarships. Some highlights include:

BUTTE/GLENN



ALZHEIMER "MEMORY WALK" FUNDRAISER

BGMSA collaborated with other local supporters in the annual **Alzheimer's Memory Walk**, chaired by Alliance members Colleen Maiz and Sally Bland-Boice. The event collectively raised over \$100,000 for the Alzheimer's Association. **"The Celebration"** fundraiser featured 35 breast cancer survivors modeling clothing and accessories from local clothing stores. Community firefighters accompanied the models on the fashion show runway adding spice to the lively performance. The event raised over \$10,000 and funded several local cancer-related projects. **Two nursing scholarships** were awarded totaling \$1,000.

(Photo: Alzheimer's Memory Walk)

NAPA



POINSETTIA SALES FOR COMMUNITY PROJECTS

Proceeds from fundraisers this year included \$1,331.28 from **poinsettia sales**, \$1,690 from the **Holiday Auction** and \$5,000 from the **Holiday Sharing Card**. Contributions were given to community projects; Wolfe Center, The Table, Children's Health Initiative of Napa Valley, Stop Falls, and Nutrition Puppet Shows. Scholarships from the **Holiday Sharing Card** totaled \$6,000.

(Photo: L to R: Kim Talley, President; Susan Shifflett, Piera Dermody)

NORTH VALLEY



COMMUNITY HEALTH FUND & SCHOLARSHIPS

This year's **Holiday Sharing Card** raised \$1,040 for scholarship funds and \$1,155 for the Community Health Fund. **Grants and scholarships** given included; \$300 for Cal-Safe Pregnant & Parenting Teens to purchase maternity and baby items, \$785 for two recipients attending Shasta College's nursing school and \$880 for three recipients proceeding on to a four-year college to pursue a degree in a health care field.

(Photo: Silent Auction Items. Jewelry made by Children of Alliance Members)

SIERRA / SACRAMENTO



THE 1ST "ART OF MEDICINE AND CONCERT"

Raised over \$27,000 for the Alliance's Community Endowment Fund. This was truly a "Family of Medicine" event with 150 physicians, Alliance members, co-workers and friends attending. In addition, during Gabby's two years as President of the SSMS, \$50,000 have been given in grants and \$5,000 in nursing scholarships. **The Holiday Sharing Card** raised over \$10,000 for AMA Foundation's Medical School Scholarship fund, \$4,500 for the William E. Dochterman Scholarship fund and over \$6,000 for the Community Endowment Fund.

(Photo: Gabby Neubuerger, President at "The Art of Medicine" Fundraiser)

LOS ANGELES (DISTRICT 10)



“MUSIC IN THE SCHOOLS” FUNDRAISER

\$1,500 granted to the Downey Symphonic Society to help fund “Music in the Schools”, a program that reaches 17 elementary schools.

(Photo: Children Attending “Music in the Schools” Program)

STANISLAUS



“HEARTS AND FLOWERS” LUNCHEON

Proceeds from this year’s event was \$38,000! Grants were presented to leaders from the selected local health-related community charities at the installation luncheon in May. **The Bakeless Bake Sale** provides funds for “KidsWork,” a puppetry program for school age children from Doctors’ Medical Center Foundation that promotes staying away from drugs, tobacco and alcohol. Health Career Scholarships are funded by the annual **Holiday Greeting Card**. Physicians and Alliance members contributed \$7,500 this year.

(Photo: Renu Duggal, President; Sally Elsagr, Siimi Nijjar, and friends at the Hearts & Flowers Luncheon)

SONOMA



“SHARING OUR HEARTS” LUNCHEON

This event celebrated “a step back in time” with attendees dressed in vintage attire. \$15,000 in profits included funds from the silent auction, raffle and a \$5,000 donation from Elly Werner, a friend of the Alliance. **The annual Garden Tour** was very successful this year, bringing in \$37,000. **Health Career Scholarships** of \$24,000 were awarded to health career students in all levels of their training from high school graduates to post-graduates. **Give-a-Gift**: This program provides gifts for children in Foster Care in the county. Alliance members & friends contributed 265 presents for the children and adolescents. With the \$14,956 in monetary contributions, 11 computers for foster children attending college were purchased. **The Holiday Card** benefits the “Health Careers Scholarship Program.” \$9,695 was raised this year.

(Photo: Victoria Soto, President and Alliance Member, Maria Pappas at the “Sharing our Hearts Luncheon”)

SAN LUIS OBISPO



WINE COUNTRY RUN

Fundraising efforts for medical career scholarships included \$1000, raised by participants running and registering runners in the “**Wine Country 5K and 10K Run**” and the “**Annual Backyard Theatre**” fundraiser featuring local talent. “Humble Boy” by Charlotte Jones, was produced this year and raised \$2,055. **Scholarships** were once again presented to nursing students at Cuesta College.

(Photo: Alliance member, Patricia Lawrence finishes the “Wine Country Run”)



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EVENT CALENDAR

- Sept. 25 - 28 **AMAA Medical Families Summit/Leadership Training**
Chicago, IL
- Oct. 1 **CALPAC Board of Directors Meeting**
CMA Board of Trustees Meeting
Sacramento, CA
- Oct. 2 **CMAA Board Meeting, Lunch,;**
Alliance presentation at the CMA House of Delegates
Sacramento, CA
- Oct. 6 **CMAA Regional Conference**
Fresno, CA
- Oct. 21 **CMA Foundation Meeting**
- Feb. 3 - 5 **Western States Leadership Training Meeting**
San Diego
- May 6 & 7 **CMAA Annual Session, Los Gatos**

AMA ALLIANCE ANNUAL SESSION 2010

MAJOR CHANGES VOTED IN JUNE!

Approved bylaws amendments and actions now change the way the AMAA operates concerning membership, participation at the Annual Meeting, fiduciary responsibility, board development and committee structure.

Core Purpose Modification

"The core purpose of the AMA Alliance shall be educational and charitable. They shall partner with the American Medical Association (AMA), build healthy communities through health promotion programs, partnerships, advocacy and foster personal and professional development of members."

Membership Categories

Domestic Partner was added to all membership types and these types were then consolidated into three categories: Regular, Honorary and Lifetime.

Board Development Committee

This committee replaces the Nominating Committee and will consist of three members from the Board of Directors and four members elected from the general membership.

Committees

All committees have been reduced to the Standing Committees of Bylaws and Finance. Committee structure will be determined annually by the AMAA Board of Directors and/or by the AMAA membership at the Annual Session.

Dues

Dues for the AMAA are now \$50 per year. Reduced dues available for Physicians-in-Training.

Annual Meeting

The House of Delegates will now be an Annual Session. The meeting will no longer be a single body made up of elected representatives from state organizations. The Annual Session will be open to any AMAA member.