What’s Our Story?

By Kathy Adams
MSMSA President

Back when my daughter was four or five years old, I was watching TV with her at about 7:00 in the evening. During a break in the show, Mort Crim (remember him?) came on and read a news-teaser and then announced that we could hear that and other stories at 11:00pm. My daughter turned to me with a perplexed look and asked, “Why do they always tell the stories after kids go to bed?”

Her idea of a story was definitely very different from the TV news department’s idea!

Obviously we all can have different ideas and perceptions about things. I have been wondering: What is the story that we want Michigan State Medical Society Alliance to tell? I believe we want our story to be one that shows the Alliance as a caring, hard-working volunteer organization that is dedicated to promoting healthy lifestyles, as well as doing what we can to improve our communities and the lives of the people who live in them.

One thing we may perceive differently is what we can do to contribute to the Alliance. The good thing is that contributions don’t have to be big; small contributions are meaningful, too. Whatever role each of us takes in our county and state Alliance is important and helps to write the Alliance’s story. Members who willingly take on tasks when they are asked, complete those tasks, and share the results help us tell a great story about what the Alliance does.

When Lynn Moon called to tell me the slate of nominees for the Alliance Board for this year and then gently suggested that I might want to get started filling the remaining, non-elective positions on the board, I thought, “I’m not ready for this.” Then I got busy doing one of the things I do best: making lists. I know that I can face a task best when I can see what and when things need to be done. I also know that I really enjoy being able to cross items off my lists when they’re completed!

I think we all work better when we know what it is we need to do. Thankfully, the MSMSA has a manual that spells out the offices that need to be filled and also details what the duties of those offices are. It doesn’t tell you, though, how to choose the person best suited to each position. That’s where being a board member for three previous years came in handy. I have met and gotten to know many wonderful, willing, hard-working people who were well-suited to be board members. Putting the board together was like doing a giant puzzle and it actually became fun. Thank you to everyone who so graciously and eagerly agreed to fill a board position.

I look forward to a year of stories from Alliance members that tell about our state and county Alliances promoting healthy eating and exercise for children and adults, stories about schools writing meaningful “no bullying” policies, stories about emergency shelters receiving hundreds of “Make a Difference” bags, and many other stories about all the ways Alliance members are at work in our communities.

I know everyone in the Alliance has a busy, sometimes complicated life, and I am also confident that everyone here feels committed to the Alliance. I believe that commitment will translate to an excellent story for the Michigan State Medical Society Alliance in the coming year. I wish us all great storytelling!
The 86th Annual Session of the House of Delegates for the Michigan State Medical Society Alliance was held on May 5 and 6 at the Kensington Court Hotel in Ann Arbor. The delegates and guests enjoyed the weekend format and the special programs and many spouses attended this year and participated in activities.

The past presidents and corresponding secretaries met at the hotel for the “Past President and Corresponding Secretary Tea.” Those in attendance included Rula Ali-Bakr, Pat Dolan, Lois Duhamel, Barb Grennan, Jean Howard, Mary Lou Mathias, Marilyn Milko, Suzie Pederson, and Trudy Ritter. Lynn Moon, MSMSA Immediate Past President, was welcomed to the group.

Friday evening, approximately 40 Alliance members and guests toured the University of Michigan “Big House” football stadium. They were able to view the facility, including the press boxes, meeting rooms and locker room. Everyone in attendance had their picture taken on the big block “M” in the center of the football field - thanks to our tour guide, Bill Austin, one of Trudy Ritter’s dearest friends at the University of Michigan athletic department. This was an exciting opportunity to take a rare behind-the-scenes look of the amazing facility.

After holding Executive Committee and Board of Directors’ meetings, Felicity Thompson, MSMSA President, officially opened the House of Delegates on Saturday morning, welcoming 31 voting delegates. Jean Howard, MSMSA Past President, led the Pledge of Allegiance and Oath of Loyalty to the Alliance. Priscilla Pedraza provided the report of registrations and credentials, and Barb Davis, Parliamentarian, reviewed the Annual Session Standing Rules. Members with 50 years and those who passed away this past year were recognized by Suzie Pederson, MSMSA Past President.

Julie Newman, 2011-2012 AMA Alliance Director, was introduced and gave a short speech about work/life balance. Special guest Kenzi Bisbing from the Oakland Mediation Center presented a program on the Olweus Bullying Prevention Program during lunch.

When the Delegates reconvened, the treasurer’s report was presented by Cindy Ackerman, Treasurer. Barb Davis, Parliamentarian, reviewed the use of reference committees. The resolutions were presented to the House by Cindy Ackerman.
The 86th Annual Session of the MSMS Alliance House of Delegates

Finance Committee Chair and Lynn Moon, Bylaws Committee Chair. The House then went into recess for finance and bylaws hearings, where attendees had the opportunity to ask questions and share opinions on the proposed budget and bylaws changes.

The weather was beautiful for the reception honoring MSMSA President-elect Kathy Adams at the hotel courtyard gazebo. The attendees were led to the president banquet by a local middle school drum corp. Felicity Thompson, MSMSA President, was a presented a beautiful boutique of flowers by her husband, Joseph Thompson, MD. Julie Newman, AMA Alliance Director, gave an update on the National Alliance happenings, and Joe Gagnon from the Appliance Doctor radio show gave us some words of wisdom.

On Sunday morning, the House of Delegates continued with the business of the meeting. Reference Committee reports were given by Linda Horbal (Finance) and Kathy Adams (Bylaws). Finance Resolution was adopted (to pass the budget with an amendment to increase the stipend for the NW Director to $250). It was also recommended and passed that five members be selected to receive a stipend to attend the AMAA Annual Meeting in Chicago, and that each of them be reimbursed up to $800. Bylaws Resolution 2 passed (authorizing the revision of the bylaws); and Bylaws Resolution 3 was assigned to the Bylaws Committee (changing the MSMSA House of Delegates to an Annual Meeting).

Nominations and elections of the officers took place and the slate as presented and previously published was approved. Nominating Committee members elected were Priscilla Pedraza, Lisa Hildorf, Sara Duda, Janie Gugino and alternate Barb Grennan.

AMA Alliance Director, Julie Newman then installed the new officers in a unique installation ceremony. Felicity Thompson gave her farewell address and thanked her committees and sponsors. Kathy Adams offered the group her vision of the coming year with her address. Attendees bid on a large number of theme baskets donated by counties and $2,340 was raised for The AMA Foundation Alliance Honor Fund.
Yee-Haw!!
The AMAA Celebrates 90 Years!!

By Kathy Adams, MSMSA President

From 1922 to 2012, the AMAA has been advocating and educating on behalf of medicine, physicians and medical families. Convening for its annual meeting in Chicago June 17-19, 2012, the AMAA celebrated its 90th birthday. Cowboy boots and yellow roses set the theme as the state of Texas celebrated big since 2012-13 AMAA president, Pat Hyer, is from Fort Worth and the very first AMAA president, Mrs. Samuel Red, was from Houston. Mrs. Red presented the presidential gavel made of Galveston wood to the Alliance in 1922 and that gavel is still in use by the Alliance president today. Debbi Ricks from California compiled and presented a visual history of the AMAA's 90 years that was shown during the reception honoring new president Pat Hyer, as well as past presidents.

The biggest news at the annual meeting was that the AMAA has hired NewWave Group, a management company based in Maryland, to manage the Alliance following the departure of the Alliance Executive Director in 2012. NewWave Group (NWG) president, Pat Troy, was a visible presence throughout the meeting. She spoke briefly after being introduced, and stated that NWG believes in the Alliance and understands the culture of giving back to the community. Ms. Troy believes the AMAA has visionary leadership, an amazing board, and energetic, enthusiastic members. She also admitted that she is a person who loves change and the AMAA is poised to make and undergo changes.

Outgoing AMAA president, Emma Borders stated, “With change comes opportunities.” The AMAA will continue to change to reflect younger members and changes in medicine as well as changes in how the Alliance views its role. The AMAA is undergoing changes in strategy and structure, changes in technology services, and changes to build a more accurate and enhanced data base through its association with NWG that will aid in launching the AMAA into the future by membership building.

Leadership development training sessions were an important part of this annual meeting since the LDC meeting has been discontinued. Dynamic Alliance members and guest speakers presented topics such as how to be a leader, how to prepare and speak to a group and how to plan your year as an Alliance leader.

Awards were presented to state and county Alliances for some amazing projects in Health promotion Awareness, Legislation Education and Awareness. Medical Association Partners verified that physician spouses and partners will continue to keep volunteering, be involved with advocacy and education and will continue to be a productive and viable force.
Supporters for tort reform knew that they would face a challenge in Lansing on July 18th. We attended a special hearing that day of the Senate Insurance Committee and the discussion was about medical malpractice. Republican Joe Hune chaired. The Alliance’s legislative committee, MSMS legislative staff, county directors and other concerned citizens worked diligently to try and rally a majority population in the hearing room gallery, but to no avail. We were outnumbered at least 5 to 1. Of our sixteen counties contacted by the Alliance, only nine members came. Those who attended were told that if we arrived before 7:30 we would have a chance at filling up the seats in the hearing room. Instead, we were greeted by a sea of white t-shirts that had emblazoned on them “Accountability-No Immunity”. The opposition had arrived in droves and had arrived early. At first we thought all these white t-shirts were students from the local law school, but as time passed we realized that the majority of these people had experienced tragedies in their lives that had left them with visible disabilities. Whether or not the injuries were a result of medical malpractice was not clear, however. One by one, 12 of them testified, usually accompanied by a trial attorney, usually with a prepared speech, honing in on two or three of the same points, and usually with tremendous emotion. It quickly became apparent that the trial attorneys had organized the entire room of white t-shirts.

Physicians, residents, medical students, Alliance members, county and specialty society executives, medical group managers, and MSMS staff made up the population of supporters. The Michigan State Medical Society carefully picked five excellent, highly versed speakers who addressed the merits of the “Patients First Reform Package,” or tort reform bills. Former Michigan Supreme Court Justice Cliff Taylor said, “this is not an immunity bill I don’t think it’s fair to think that Michigan courts would construe it that way.” Cheryl Gibson Fountain, MD, obstetrics and gynecology at Beaumont Hospital said, “reasonable reforms would make it attractive for more physicians to stay in Michigan. At this time, seventeen contiguous counties in lower Michigan lack obstetricians.” MSMS president, John Bizon, MD, with his daughter, a Medical Resident, Catherine A. Burtrum, DO said “these bills seek to build on tort reforms passed in 1993 and balance patient access to the courts with protection for physicians against meritless cases.” Immediate Past president Steven Newman, MD, said “we do NOT seek blanket immunity from any act or omission; we are asking for the same standard of negligence that applies to attorneys to be applied to physicians.”

The insurance committee met for four hours that day with much debate but no vote. Senate bills 1110, 1115-1118 remain in committee. More explanation is available about the tort reform legislation by visiting www.msms.org/july 18. We were told that the Senators would not address these issues again until the session resumes in the fall. Members of the committee are Republican Senators Joe Hune (22nd District), Jim Marleau (12th District), Jack Brandenburg (11th District), Geoff Hansen (34th District), David Robertson (26th District) and Democratic Senators Virgil Smith (4th District) and Steven Bieda (9th District). The committee has been deluged by the opposition. The time has come for our voice to be heard! Please write, email or call these Senators. Visit www.msms.org/action to send an electronic message and find phone numbers. In order to pass these bills out of committee and onto the floor of the Senate for a vote, they need to hear from you!
Membership

By Lakshmi K. Tummala
Chair, Membership Committee

With the fiscal year 2011-2012 behind us, the Alliance is ready for yet another busy year. Most Alliances are in hiatus until September, but this is a good time to work on your members.

I have a few tips for county membership chairs. As Genesee County Medical Society Alliance Membership Chair, I already started collecting dues beginning with our annual meeting in May. I sent email reminders and notes to those who had not paid. The response has been great and we have nearly 60% of our members paid. This is even before the first dues bill went out from MSMSA to our Alliance!

It is never too early to contact your members for membership renewal. Form a committee and divide the roster to contact them by either telephone or email. Write personal notes to senior members who do not use email and follow up with phone calls. Offer them a ride, if needed, to go to the meetings. This gesture is always appreciated.

Obtain a list of new members of your county medical society. Contact their spouses and invite them to join the Alliance. Talk to them about the year’s programs and projects, and encourage them to participate. In our county, membership recruitment began with two physician spouses and a physician joining our Alliance. Start building your membership and retain them by maintaining regular contacts. You will be surprised as to how many new friends you have made! As always, remember that membership recruitment is an ongoing process. So start from day one and keep working on it throughout the year.

AMA Foundation

By Roshan Karamchandani,
AMA Foundation Chair

The mission of AMA Foundation is to advance public health and medical scholarships through philanthropic support of physician directed initiatives. AMA Foundation is committed to improving the health by increasing support for public health programs such as grant for free clinics, health education projects and health literacy tools. It also assists medical students, residents and physicians to improve the medical community of our nation by providing scholarships and research grants. It does that by philanthropic activities that enable medical community to lead healthier lives.

The AMA Foundation has provided over $1.9 million in scholarships, grants and awards in the state of Michigan.

AMA Foundation committee of MSMSA encourages all the counties to support the AMA Foundation by organizing fundraisers in their respective counties. One such fundraiser activity that has been tried in the past is “The Holiday Sharing Card.” The donors are given an option to donate to the AMA Foundation.

The MSMSA Alliance in Action is going digital!!

Please forward your email address to:

MSMSA, 120 W. Saginaw Street, East Lansing, MI 48823
or tguastella@msms.org as soon as possible!
Investing in the health of Michigan

The American Medical Association (AMA) Foundation has provided over $1.9 million in scholarships, grants and awards to the state of Michigan:

Scholarships & Research Grants: $1,857,065  
Public Health Grants  $ 68,491  
27 Leadership Awards  
2 Dr. Nathan Davis International Awards in Medicine  
TOTAL granted to Michigan: $1,925,556

Due to many generous donors, the Ronald M. Davis, MD Legacy Honor Fund was able to launch a new pancreatic cancer seed grant category, awarding three grants in 2012 to outstanding medical student investigators.

Hope Medical Clinic, Ypsilanti  
Healthy Communities/Healthy America grant recipients

“People in western Wayne County can now find free medical care in their own area. Their travel time and expenses are less because we are located in their community. As a result, patients are more likely to seek treatment sooner, and experience good continuity of care.”

- Catherine Robinson, Executive Director, Hope Medical Clinic

Ming-Sing Si, MD  
University of Michigan Medical School  
Seed Grant Research Program recipient

“The AMA Foundation seed grant was really the only option for residents to receive funding that I found… I think it’s very valuable for residents and trainees who are interested in research.”

Erica Louden  
Wayne State University School of Medicine  
$10,000 scholarship recipient

Since her enrollment in medical school, Erica has volunteered at the student-run free clinic, elementary and middle school outreach programs, the Student National Medical Association, the Pediatrics Interest Group, and Amigos Medico.

Dr. Nathan Davis International Award Recipients  
AppaRao Mukkamala, MD  
Grand Blanc, MI (left) and  
Terrie Taylor, DO  
East Lansing, MI & Malawi (right)
Once again it’s your chance to make a difference. MSMS Alliance members and their families are encouraged to support their communities by providing support to their local shelters. These shelters have helped protect and support thousands of survivors of domestic violence, doing it all with limited funding. By collecting the little items we take for granted every day we can make a big difference in people’s lives.

The “Doctors & Their Families Make a Difference in Michigan” project is coordinated annually by the MSMS Foundation in conjunction with national “Make a Difference Day” the fourth Saturday of October. This is the 16th straight year that the MSMS Foundation and the MSMS Alliance have partnered on this worthwhile project! Many thanks to these generous sponsors so far: MSMS Physicians Insurance Agency and The Doctors Company.

Participating is easy and meaningful: We will provide bags with instructions and information about the need for donated over-the-counter medicines, baby care items, toothbrushes and toothpaste, cleaning products and more. Simply distribute empty bags to friends and neighbors, and then collect the filled bags and deliver them to family crisis shelters in your area.

Both individuals and groups are encouraged to participate! Contact your county Alliance leaders about a group effort, or sign up individually at www.msms.org/foundation or contact Trisha Marsh at tmarsh@msms.org or 517-336-5723.

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**Participation Form**

“Doctors & Their Families Make a Difference”

☐ Yes! Please send information about participating in the “Doctors and Their Families Make a Difference” project to help those in family crisis shelters.

I estimate I will have _________________ volunteers involved in the project.

I will need _________________ collection bags.

Please ship bags to: (please print clearly)

Name

Phone number

Name of Organizations (if applicable)

Address

Fax number

City, State, Zip

Email Address
Jackson County Medical Society Alliance

By Donna Lake, President

The AMA Alliance National Honors Fund is only one way that the Jackson County Medical Society Alliance works to help make medical school scholarships available to our medical students. For many years, the JCMSA has been offering medical college scholarships to students who are residents of Jackson County, as well. The JCMSA began working with the Jackson Community Foundation (JCF) in the year 2011 to house the applications for these medical student scholarships so that they are more visible and accessible to the medical college students whose home residence is in Jackson County. Scholarships, ranging from $300-$1000, will be issued during the spring.

The funds for this project have been raised by the JCMSA through their annual Holiday Sharing Card program. Special thanks go out to Lilly Sill for her tireless efforts each year. She buys all of the cards, helps get them ready to mail, and collects the checks as they come in during the busy holiday season. Of course we need to thank all of the physician families who participate and make the scholarships possible. We look forward to your continued donations in the future, which will enable us to help our own Jackson County medical students.

Saginaw County Medical Society Alliance

By Janie Gugino, President

Saginaw County Medical Society Alliance held their annual Spring Luncheon on May 25. The event was hosted by Colleen Cheney. Members and attendees were treated with a delightful lunch of various meats and delicious salads. Children were invited and entertained by Colleen’s older children.

Our speaker was Amy Wassmann, Coordinator, Safe & Drug Free School, ISD. The topic was “Nutrition Makeover: Rethinking School Lunches and Celebrations.”
**Michigan State Medical Society Alliance**

**120 W Saginaw St**  
**East Lansing, MI 48823**  
**517-324-2505**

**MEMBERSHIP YEAR:** June 1, 2011 – May 31, 2012  
**DUE DATE:**

**TOTAL AMOUNT DUE:** $82.00 + **County Dues**

If name & address corrections are needed, please enter below:

Name: ____________________________  
Address: ________________________

**MSMSA MEMBER INFORMATION**  
**Please Complete & Correct**

- Female  
- Male

W Phone: __________________  
H Phone: ___________________

Fax: ________________________  
Email: _______________________

County: _____________________  
Member Type: ___________________

MSMS Alliance Member since (year):  
County Alliance Member since (year):  
Spouse Name: (full name)

**PAYMENT INFORMATION**

Please make check payable to MSMSA

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*Please note if you are a spouse of a retired physician you can pay the reduced dues amount of $25.00 for STATE DUES ONLY!*

To ensure proper credit - DETACH AND RETURN THE UPPER PORTION - with your remittance

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**Michigan State Medical Society Alliance**  
**Membership Dues Statement**

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**PAYMENT METHOD**

- Check  
- Discover  
- Visa  
- Mastercard

Card #: __________________  
Expiration Date: __________

Signature: ___________________
Phone: _____________________

For Your Records

Check #: __________________  
Check Date: ________________

Check Amt: __________________
Credit Card Info: ____________

RETAIN THIS PORTION FOR YOUR RECORDS.

**COUNTY DUES SCHEDULE**

- Bay: 25.00  
- Calhoun: 25.00  
- Delta: 35.00  
- Genesee: 20.00/5.00 (Resident/MSS)

- Grand Traverse: 18.00  
- Ingham: 25.00  
- Jackson: 25.00  
- Kalamazoo: 20.00  
- Kent: 20.00  
- Macomb: 30.00  
- Marquette-Alger: 30.00  
- Midland: 35.00  
- Monroe: 20.00  
- Muskegon: 25.00  
- N. Michigan: 15.00  
- Oakland: 15.00  
- Saginaw: 20.00  
- St. Clair: 20.00  
- Washtenaw: 10.00  
- Wayne: 20.00/5.00 (Resident/MSS)
A MESSAGE FROM YOUR
PUBLICATIONS CHAIR
Linda Allen

As you have seen throughout this issue of the *Alliance In Action* we have been requesting email addresses for each of our members. We are doing so to keep up with the trend that most organizations are working toward electronic communication. You are all aware that switching to electronic communication is a method of saving on both time and cost. The Michigan State Medical Society Alliance needs to keep up with this trend and thus we are asking that every one please forward your email address to our headquarters in East Lansing as soon as possible.

You are welcome to do this by snail mail at:
MSMSA, 120 W. Saginaw Street, East Lansing, MI 48823

Or

Send it electronically to: tguastella@msms.org

Thank you in advance for allowing us to better our organization by continuing to improve our method of communication of the Alliance in Action!

Activity Books Available in September

By Lisa Hildorf, MSMSA Health Promotions Chair

The AMA Alliance offers children’s activity books that many counties use as part of this health promotion program. Included are: “You Don’t Have To Be Bullied”, “Hands Are Not for Hitting” and “I Can Be Healthy”. As part of our state-wide health promotion initiative, MSMSA has limited numbers of these activity books for county Alliances, free of charge. If your county is interested in using these resources, please contact Lisa Hildorf, Health Promotion Chair, at hildorf@aol.com or 517-339-9255. Additional books may be purchased at the AMAA website, www.amaalliance.org.
The MSMSA
Alliance in Action
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MSMSA
120 W. Saginaw Street
East Lansing, MI 48823

or tguastella@msms.org
as soon as possible!

MSMSA Officers
Kathy Adams, President
Cindy Ackerman, President-elect
Felicity Thompson, Immediate Past President
Clara Sumeghy, Secretary
Donna Lake, Treasurer
Janie Gugino, NE Regional Director
Priscilla Pedraza, SW Regional Director
Val Doane, SE Regional Director
Laura Winkler, NW Regional Director

Publication
Alliance in Action is published three times per year. If you would like a special member, activity or your county’s Alliance mentioned, please send information to:

Linda Allen
lallen620@yahoo.com
Publications Chair
or
Tammy Guastella
Executive Director
P.O. Box 950
East Lansing, MI 48826-0950
Phone: 517-324-2505
Fax: 517-336-5797
Email: tguastella@msms.org

Photos are always welcome. Digital images are acceptable or send photo prints.