

In This Issue

- Nov. 1 Board Meeting
- Meet Kelda Maynard
- New Leadership Handbooks
- Project Ideas
- Legislative Updates
- AMA Alliance News

Upcoming Dates

November 1
ISMA Alliance Board Meeting
Lafayette Country Club
Lafayette, IN

Contact Us

Jill Bruce, ISMAA Liaison
322 Canal Walk
Indianapolis, IN 46202
800-257-ISMA
jbruce@ismanet.org

Kelda Maynard, President
KeldaKM@yahoo.com

Jeanne Darroca,
President-elect
jmdcoppertop18@yahoo.com

Plan to attend November 1 Board Meeting & Program in Tippecanoe County

ISMA Alliance Board Meeting

- ⇒ 9 - 11:30 am
- ⇒ Lafayette Country Club • 1500 South 9th Street • 765-474-3461
- ⇒ All 2006-2007 board members to attend (*includes committee chairs, officers and county leadership*)

Tippecanoe County Medical Society Alliance/ ISMA Alliance Joint Luncheon & Program

- ⇒ 11:30 am - 1 pm
- ⇒ Lafayette Country Club • 1500 South 9th Street • 765-474-3461
- ⇒ Luncheon cost: TBA (We will contact you this week.)
- ⇒ Featured program: Cynthia Tomovic & David Trane of The Main Academy will present their program. For more information, visit <http://www.mainacademyamerica.org>

Please **RSVP** to Jill Bruce by Monday, October 30. Board reports are also due October 30.

Meet Kelda Maynard 2006-2007 President



Kelda Maynard of Evansville, Ind., was installed as the new ISMA Alliance president on Friday, Sept. 8.

During her term, Maynard's goal is to unify the membership of the Alliance. "I think we are in an age where we have to be aware of the generations and the large scope of views within the Alliance," she explained. "We are reaching for the same goals."

She also wants to continue the organization's participation in Faux Paw, an Internet safety program designed for elementary schools.

An interior designer, Maynard has been an ISMA Alliance member since 1972 and has served on several committees in the Vanderburgh County Medical Alliance.

Maynard is the former Kelda Medley from Anderson, Ind. Her husband is Barney Maynard, M.D., a urologist in Evansville. The couple has two grown children and four grandchildren.

2006-2007 Leadership Handbooks

The 2006-2007 ISMA Alliance Leadership Handbooks have been updated. We will have CDs available at the November 1 board meeting. If you cannot attend, please contact Jill Bruce for a copy. The handbook is also available under the Quick Links menu on the Alliance Web site at www.ismanet.org/alliance/index.htm

Get those ideas flowing

Are you in need of new programming or project ideas for you or your Alliance? Below is a list of upcoming celebrations that might spark an idea or two. Clicking on the blue text will take you to more information on the Web. You can also find lots of great ideas from county and state alliances across the country from the [AMA Alliance Project Bank Book](#).

October

Domestic Violence Awareness Month

- Collect used cell phones for [ISMA's Free 911 Cell Phone Program](#). Send in your old cell phones, put a collection box in your spouse's practice or organize a collection drive in cooperation with your local hospital, domestic violence shelter or county medical society.
- Have a shelter shower at your next meeting or drop off an individual donation at your local domestic violence shelter. Contact your local shelter for a wish list of items needed.

November

Children's Book Week

- Donate copies of *Faux Paw the Techno Cat: Adventures on the Internet* (<http://www.ikeepsafe.com/>) or AMA Alliance's *I Can Handle Bullies* to your local library, school or shelter.
- Start your own [Reach Out and Read](#) program like Indiana's own Southeastern Alliance.

Legislative Updates

LDC Goes to Washington

Leadership Development Conference will be held February 12-14 in conjunction with the National Advocacy Conference at the J.W. Marriott Hotel in Washington, D.C. If you are interested in attending, contact President-elect Jeanne Darroca or Alliance Liaison Jill Bruce.

Still Time to Act on Medicare Rate Cut

As federal lawmakers began their fall recess, physicians who care for Medicare patients still face a payment cut of 5.1 percent.

A small window of time remains for Congress to act. Under current law, Medicare will slash physician payments nearly 40 percent over 10 years while doctors' overhead costs increase at least 20 percent. It's critical for Congress to return during the lame-duck session in November and accomplish two things to preserve seniors' access to care:

- Stop cuts the Medicare physician payment formula will trigger
- Tie payments to increases in practice costs

Please contact Indiana's [congressional delegation](#) to oppose the Medicare pay cut.

AMA Alliance News & Updates

Alliance launches "Screen Out"

Last weekend, the AMA Alliance's Membership Development Conference (MDC, formerly LDC I) went out with a bang!

On Tuesday, Oct. 17, 2006, the 220 conference attendees were joined by a team of individuals to unveil the launch of "Screen Out," an action program developed to remove smoking from movies that are marketed toward youth.

Guests of the session included AMA President William G. Plested, III, MD; AMA Vice President, Division of Science, Quality and Public Health, Stephen Havas, MD; principal of Onbeyond LLC and co-developer of the Smoke Free Movies campaign, Jonathan Polansky; tobacco and Hollywood campaign organizer for the California Youth Advocacy Network, Andrea Valdez; and American Legacy Foundation President and Chief Executive Officer, Cheryl Heaton, MD.

During the launch of the campaign, the American Legacy Foundation presented \$500,000 to the AMA Alliance for implementation funding. Details of the campaign are being developed in cooperation with the AMA and the American Legacy Foundation.

In mid-November, all members who attended MDC will receive a follow-up CD-ROM packed full of materials, tools and resources from the conference.

If you have questions, contact the AMA Alliance Membership Services team at amaa@ama-assn.org, or by phone at 312.464.4470.

New Membership Development Project Awards

The AMA Alliance Board of Directors unanimously passed the Membership Awards Revision Proposal on Oct. 14, 2006 during MDC. This means that hard-working Alliances obtaining results will be able to share their excitement.

The new Membership Development Project Awards are designed to meet the following objectives:

1. To recognize a job well done by any state, county or MSS/RPS Alliance.
2. To encourage and promote state, county and MSS/RPS Alliance excellence.
3. To establish a regular source of valuable membership ideas and innovations.
4. To continue a well-established tradition of AMA Alliance membership development.

While the traditional prestige awards will be maintained, three new awards will be offered in the following categories:

- Alliance Image Award
- Best Collaborative Project Award

- Recognition of Membership Development Initiative

Each award recipient will be honored during the 2007 Annual Meeting. Entry forms, rules and more details will be available at the new AMA Alliance Web site next week, <http://www.amaalliance.org/>.

For more information, please contact Carole Daley, MAC Chair, at mcdaley@supernet.com, or Judi Chavez, Director, Membership Marketing and Services, at judith.chavez@ama-assn.org.

Recipe

Pumpkin Bread (from Jill Bruce's mom)

3 cups sugar
1 cup oil
4 eggs
1-1/2 teaspoons salt
1 teaspoon cinnamon
2/3 cup water
2 cups pumpkin
3-1/2 cups flour
2 teaspoons soda

Preheat oven to 350 degrees. Put all ingredients in large mixing bowl one at a time, and mix on low speed with a hand mixer after adding each item. Bake in three greased 9x5x3 pans at 350 degrees for 40-60 minutes, or until toothpick inserted in center comes out clean.