

ISMA ALLIANCE BOARD MEETING
Wednesday, November 1, 2006
Lafayette Country Club, Lafayette, IN

Minutes

I New incoming board members introduced. No new board members in attendance; we look forward to welcoming them at Medicine Day.

II Membership Committee Meeting:

- President Kelda Maynard stated that a membership letter needs to be directed to AMA and ISMA Alliance leadership whose spouses have not joined the AMA and ISMA. Virginia's letter was used as an example.
- Sarah Sanders described the "SOS" ("Spouses Offering Support") program shown in Iowa's Member at Large newsletter.
- Kelda wondered if Indianapolis's large contingent should be treated as MAL's to foster greater communication. Sarah recommended discussing this with Karen Shoemaker, who is on the Leadership Board of that Alliance. Karen Shoemaker later agreed to explore this.
- Sarah Sanders also informed us that AMA Alliance has an "Urban Revitalization Project," targeting urban medical alliances, and details are forthcoming.
- The overall challenges to membership and attendance and their possible solutions were briefly discussed by all. Carmen Reed recalled a "Mom's Forum," that Allen County used to hold, which was an opportunity for members with young children to meet without having to find a babysitter and had been a well attended program.
- Jill Bruce discussed the "Scrub Mates" program, the medical student/resident spouse outreach which needs some bolstering.
- Sarah confirmed that Membership Tool Kits have gone out to counties – to their membership chair, if they have one, otherwise to the President. The hazards of some Presidents feeling bypassed when the membership chair received the materials instead of them were weighed against the expense of the actual materials. In any case, new kits will be sent out next year.

III & IV Call to Order:

- Kelda Maynard, President: Meeting called to order at 10:21 a.m.
- In attendance: Kelda Maynard, President; Jeanne Darroca, President Elect; Jill Bruce, ISMA-Alliance Liaison; Marty Vibul, Treasurer; Carmen Reed, Northern Area VP; Hallie Gorup, Secretary; Sarah Sanders, Past President, Chair Membership and ByLaws Committee; Karen Shoemaker, AMA Foundation.
- The Finance Committee report was presented in conjunction with the Treasurer's Report by Marty Vibul. Marty says that "We have stopped the bleeding..." This is good news. She points out that this year's dues income compares favorably with last year's, especially when taking into account the change in fiscal year. She notes that the Convention bank account balance does not actually reflect the monies available for Convention expenses, as the account is padded by \$10,000.00 to avoid minimum balance charges. She observed that costs for dues

billing = \$10.21 per state membership and all agreed that this is too costly. One expense to be scrutinized is the "Think Alliance" mailings, which appear to be costly and could perhaps be directed to County leaders as a membership tool. Jill will look into doing templates of this postcard for counties to adapt and utilize as they see fit. Convention costs, typically about \$3,500.00, are traditionally the responsibility of that year's State President, and are usually met through the fundraising efforts of her Convention Committee. It has been acknowledged that this can be especially burdensome if the president comes from a small county. While the responsible county alliance should be encouraged to fundraise for convention expenses, the \$3,000.00 Speaker's Fund will be available. Marty proposes that we assist the State President by drafting a state letter to generic hospitals of that president's area, asking for sponsorship for convention; we should also direct another letter to our counties, asking for their financial. Support of convention. Jeanne and Kelda offered that his duty ought to be included in the guidelines for this office. The cost of the luncheon honoring Past Presidents was also reviewed. The comp'd lunches ran us \$568.82 this year. Can we honor them differently? Jeanne will explore doing a Powerpoint with highlights of the attendees' presidencies. This might take the place of a lunchtime speaker, which not only saves money, but also allows for more informal visiting among us. The Treasurer's Report was filed for audit.

X Minutes: Read and approved by Reading Committee. Corrections were made.

XI County Reports:

- *Allen County:* Sarah Sanders detailed the fundraising that they have done for Matthew 25 Health and Dental Clinic's expansion. Over \$25,000.00 has been raised by their alliance through donations, the Compassion in Medicine Seminar, and the sale of engraved bricks for the clinic's garden area. Their recent Legislative Workshop Dinner had about 50 people in attendance. Other social and fun events are coming up.
- *Vanderburgh:* Marty Vibul detailed the recent luncheon at the museum featuring an exhibition on girls' self image.
- *Indianapolis:* Karen Shoemaker says a luncheon is in the works. The annual rose sale is always a success.
- *Delaware-Blackford:* Jeanne reports that she addressed the Medical Society in an effort to reconnect them with the Alliance. So very compelling was she that she now has their permission to use the Society's database. Two other speakers at the meeting caught her attention. The first spoke about the financial strain that medical students subject themselves to – the average debt upon med school graduation is &140,000.00. Jeanne asked that we alliances keep this in mind when we are looking for a fundraising cause. The second speaker of note was the chief legal counsel for Indiana Dept. of Insurance, who spoke of the need for expert witnesses for Med Mal defense. Jeanne wondered if there was some way we could assist in getting the word out for the need for this as well as informing potential witnesses what the time commitments are. Jeanne and others took part in a media release for the Faux Paws Internet Safety program. The FBI, ISP and State

Superintendent of Schools SueEllen Reed were enthusiastically in attendance. Additional details about the event are in the filed report. Jeanne showed the MDC flyer that she has created and will be taking around the state. MDC is in February in D.C. rather than Chicago. Jeanne inquired how to make a budget request for dual Indiana/USA flag lapel pin to provide to our attendees. On a side note, Sarah asked about the stipends traditionally offered for MDC, formerly known as LDC, formerly known as Confluence. Are they still available to attendees, even though the focus is no longer leadership or membership development, but rather legislative advocacy? The answer was not entirely clear. Finally, Jeanne offered the suggestion that the state quilt should be better displayed and maintained, possibly through the use of a quilt rack. Fran Foster, who has arrived in time for this question, explained that in her experience, quilts require somewhat more care in these matters, and that a professional framing opinion and estimate might be sought. A number of us agreed to explore this, keeping in mind the dimensions of the quilt: 42" X 68".

VII Announcements/Comments:

- Kelda has developed two display tri-fold boards that she is traveling with, which show projects and news from the county alliances as well as AMA alliance programs and information.
- The "Screen Out" program has just been launched, opposing smoking in the film industry, particularly that which targets the youth audience. Details to follow.
- The AMA Alliance has three new awards available to alliances: The Alliance Image Award; Best Collaborative Project Award; and Recognition of Membership Development Initiative.
- February 7, 2007 is Medicine Day as well as the next board meeting at the Hyatt Hotel/Indianapolis.
- Jan. 30, 2007 is when board meeting reports are due. LDC, such as it is, is Feb. 12-14, 2007.

VIII Adjournment: The meeting was adjourned at 11:58 a.m.