

Tar Heel Tandem

THE NEWSLETTER OF THE NCMS ALLIANCE: MAKING A DIFFERENCE!

Volume 59 Number 4

Spring 2009

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a Difference*

2009-10 Dues

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86th NCMS Alliance Annual Meeting Highlights

Members from across the state participated in the 2009 NCMS Alliance Annual Meeting in Charlotte on April 16 and 17. The conference included a variety of workshops and programs dedicated to connecting members with resources valuable to supporting Alliance members and projects.

The Hubbard Lecturer, Sharyn McCrumb, delivered an insightful presentation on her work and Appalachian "ballad" novels. McCrumb's great-grandfathers were circuit preachers in North Carolina's Smoky Mountains a hundred years ago, riding horseback over the ridges to preach in a different community each week. It is from them, she says, that she gets her regard for books, her gift of storytelling and public speaking, and her love of the Appalachian Mountains.

Participants also took part in several workshops. Sara Selby from the American

Heart Association shared the latest information on the Go Red For Women Campaign and encouraged Alliance members to get involved in the efforts to improve women's heart health.

Julie Newman presented tips on using Skype, a internet-based application that offers free calls, video calls and instant-messaging for users. During the workshop, Karen Morris, an Alliance member from Mississippi, helped demonstrate the video calling features available through Skype and treated everyone to a song by Etta James.

President Beverly Wright presided over the House of Delegates which considered several proposed changes to the state Alliance Bylaws. A proposal to change the composition of the House of Delegates was approved. County Alliances will no longer have to select and send delegates to the annual meeting to participate in the House of Delegates on behalf of their local Alliance. With the approved change, any state Alliance member may participate and vote in meetings of the House of Delegates.

Additional approved changes to the NCMS Alliance Bylaws include the creation of both the position of Vice President of Membership Development and a Membership Development standing committee on the state level.

Wright also reported to the House of Delegates on the major projects and accomplishments of the NCMS Alliance during the



Author Sharyn McCrumb at the Hubbard Luncheon

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Angie's Notes



The 86th NCMS Alliance Annual Meeting in Charlotte was packed full of great presentations and so much fun. Thank you to all the members that participated and helped to make it a success.

We are very busy preparing for the end of our current fiscal year and gearing up for the 2009-2010 membership year. Information will be posted in the next couple of weeks for county affiliates to submit financial reports for the last year. It is extremely important that county affiliates send in reports to the NCMS Alliance on time. If you have any questions or need help with completing the reports, please contact our office.

The NCMS Alliance Board of Directors is already busy planning a range of health promotion projects focusing on teen health literacy and resources to help kids establish healthy eating habits. We are also working on the next Get Fit NC 5K. Look for information over the summer about the next race and efforts to put needed physical education equipment in the hands of students across the state.

Please give us a call or send an e-mail with your suggestions and ideas for state Alliance projects and resources. You can reach me by e-mail at ncmsalliance@ncmedsoc.org or call 919-833-3836 x124.

Angie

919-833-3836 ncmsalliance@ncmedsoc.org

Annual Meeting Remarks from Beverly Wright, NCMS Alliance President 2008-2009



It has been a privilege and a pleasure to serve as the president of the NCSMA over the past year. As many of you may know, in recent years, the NCMSA presidents have used F words to describe their year . . . fabulous, flexible, future, but most of all fun . . . this year has been all of those. I am delighted to have this opportunity to share with you a snapshot of the Alliance year.

Over the past several years we have worked to bring the Alliance up to date. We have updated our image, redesigned our logo and commissioned a task force charged with determining the best ways to serve our members and attract potential members.

This year, we formed another Task Force, this time charged with implementing the recommendations of the previous task force. These recommendations included:

- 1) Developing membership marketing tools for the state and the county alliances. This would include a new slogan and associated graphics.
- 2) Offering workshops for our members, especially self development and organizational workshops.
- 3) Increasing our communication with members, focusing on cost effective methods using the technology available to us through our website, e-mail, and even social networking like Facebook.

Quite a lot has been accomplished and the foundation has been laid for the future. We have increased our use of electronic communication and added some new features. We have even begun an Alliance Facebook Group. We hope to enhance this more over the next few years. We have focused on providing leadership development or information sessions at each board meeting and have invited general members to attend these. We have worked to build up a speakers' bureau and a list of workshops that area available to the counties and we are developing workshops which will be available to members online. We have begun to focus on developing tools which will be useful to the counties and will be available through our website. The task force and the board are pleased to unveil our new Membership Brochure at this meeting.

In addition, we have focused on evaluating our fundraising programs and our community programs. We have developed new fundraising activities which incorporate the use of modern technology into more traditional forms of fundraising. We have devised activities that will allow us to partner with our county affiliates in order to meet their financial needs as well as ours. Our Resource Development Committee is currently working on a new

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Tarheel Tandem

Tarheel Tandem is published four times a year by the North Carolina Medical Society Alliance.

Next Deadline: July 10, 2009

Annette Gehle, Assistant Editor

Please send submissions by email at editor@ncmsalliance.org

In her own words . . .

Anne O. Kahn, 2009-2010 NCMS Alliance President

Being a critical care nurse for twenty years, I developed a keen interest in heart disease and childhood obesity. Through my work with hospice and teaching Lamaze classes for years, I experienced the joys and sorrow of birth and death and the importance of compassionate high-quality medical care and support assistance through all stages of life.



Anne and Robert Kahn

I grew up in Gastonia, North Carolina the oldest of five children and met my husband Robert in the Intensive Care Unit of Gaston Memorial Hospital. After a courtship, we married and created a blended family including three children from previous marriages and then added three more children together in the 1980s. Robert continues his Dermatology practice of thirty-two years in Gastonia.

Brian, our oldest child, lives with his wife Jennifer and daughter Summer outside of Philadelphia. Brian is the Northeastern Director of a medical equipment company. Noah, our second oldest, is married to Catherine, has two children, Emerson and Eleanor and is in his third year of medical school. Jane, our oldest daughter, recently married Marhsall. Jane and Marshall live in Charleston, South Carolina where she is a pharmaceutical representative. Adam recently proposed to his long-time girlfriend Natalie and will be attending graduate school in the fall to become an anesthetic assistant. Sarah, our youngest daughter, lives in Raleigh where she works for a shipping logistical company. Finally, our youngest, Jacob is a senior at North Carolina State University and is majoring in Biology.

As a relatively recent “empty nester,” I now have time to pursue my interest in creating

a healthier North Carolina through the Medical Alliance. During my one-year term as president, I plan to focus on the following initiatives:

- To promote a nutritional program that focuses on learning portion control and self-monitoring of food choices, by developing a portion placemat and food diary. In conjunction with the placemats, promote a healthy food bank project by asking members to contribute to their local food banks with healthy alternatives.
- To promote Go Red for Women, a program designed to educate the public about heart disease in women, by partnering with the American Heart Association to raise funds to increase awareness of heart disease in women. Heart disease is the number one killer of women in the United States.
- To create a *Friend to Friend* peer support network in North Carolina based on the *Friend to Friend* program established by the South Carolina Medical Association Alliance. The *Friend to Friend* peer support network in South Carolina provides confidential peer assistance to family members of physicians. Areas of assistance include (but are not limited to) malpractice support, eating disorders, separate/divorce, practice dissolution, ADD/ADHD, adoption/foster children,

In her own words *continued on page 5*



The Kahn family

Annual Meeting *continued from page 1*

last year. She emphasized efforts to develop new marketing tools to reach out to potential members and connect members through the state web site and social networking sites (complete remarks available on page 2).

AMA Alliance Director, Julie Weir, installed Anne Kahn as the 2009-2010 NCMS Alliance President along with Racheal Kunesh (President-elect), Teresa John (Secretary), Julie Newman (Treasurer), Teresa Forrester (VP of Resource Development), and Kathy Kobs (VP of Program Development). The 2009-2012 Class of Directors included Carolyn Green, LaRinda Huntley-Kaplan, Charlene Slaughter, Becky Williford, Tammy Bridges and Holly Anderson.

Awards were presented to individuals and county Alliances for outstanding service and community projects related to Doctors' Day, Health Promotion, Medical Heritage and Legislative Affairs. A complete listing of the awards presented during the meeting may be found on the web site at www.ncmsalliance.org. Here are some of the highlights:

President's Awards of Excellence –

**Spirit of the Alliance:* Jamie Hosseinian

**County Alliance Members of the Year:* Helen Brennan

**State Alliance Members of the Year:* Julie Newman

Outstanding Service Awards –

Mecklenburg: Becky Williford

Wake: Betty Griffin

Greater Greensboro: Becky Williford

Outstanding Alliance of the Year –

Medical Alliance of the Piedmont



Anne Kahn from Gastonia is installed as the state Alliance President.



Sharyn McCrumb and Beverly Wright 2008-2009 NCMS Alliance President.



Charlene Slaughter (left) accepts a Health Promotion Award from Beverly Wright.

Thanks For Your Support

Dear Fellow Alliance Members,

It was wonderful to see everyone in Charlotte for the NCMS Alliance Annual Meeting in April. I was so pleased to once again be a part of the meeting and I want to thank everyone who stopped by to take a look at my jewelry and buy a few pieces. I am so elated and appreciative of the support of so many. This year, I will donate \$1,000 to the NCMS Alliance from the jewelry sales at the annual meeting. Thanks again for helping our worthwhile causes by encouraging me on my creativity which also proves to be of great therapeutic value!!!!

Thank you, Maya Shenoy

COUNTY NEWS



Dr. Dwayne Patterson entertains participants with live music.

WCMSA Hosts 2nd Annual “Una Festa Di Abbondanza”

Lots of fun was had by all who attended the second annual Food for Thought scholarship event, “Una Festa di Abbondanza” hosted by the Wake County Medical Society Alliance (WCMSA) on Sunday, March 22nd at Nina’s Ristorante in Raleigh. WCMS Alliance members and their guests enjoyed great food, wine and a live entertainment, as well as a silent and live auction. All physicians received a carnation boutonniere/corsage in honor of Doctor’s Day. The highlight of the evening was the live auction with Alliance member, Robin Eisenbeis, gavel in hand, who auctioned off a catered BBQ and Big Boss beer party and great live entertainment from Wake County physician Dr. Dwayne Patterson. The event raised close to \$16,000 this year, which will directly help over 1,400 Wake County school students receive health education through the Alice Aycock Poe Center.

In 2008, the Wake County Medical Society Alliance initiated its Food for Thought Scholarship. Through the project, the WCMSA helps deliver interesting and effective nutrition and health education to low-income children in Wake County. Last year’s efforts made it possible for more than 900 children participated in programs provided by the Alice Aycock Poe Center, an independent non-profit educational center. The programs focus on the need for exercise, healthy eating habits for elementary school-aged children and information on diabetes.

The WCMSA would like to thank those who participated in this year’s “Una Festa di Abbondanza”. Sponsors and auction donors were very generous and included WCMS, Wal-Mart, Wachovia, Wake Med, Ammons Pittman GMAC Relocation, Medical Mutual and North State Bank.



Left to right: Robin Eisenbeis, Claire Casey, Kimberly Durland, Paige McLaurin, and Mary Tyrey.

In her own words *continued from page 3*

special needs children, illness, chemical dependency and abusive relationships.

- To promote a teen health project aimed at seniors in high school that helps parents provide needed information to their children that they will need to take with them when they leave home (e.g. insurance cards, shot records, HIPPA form information) to know when they are away that caretakers can be able to contact parents in case of an emergency.
- To expand the Get Fit Program by targeting middle schools.

The North Carolina Medical Society Alliance is the perfect forum to launch these important programs in our state. We are committed to building healthy communities through advocacy and action. Establishing these programs represent important steps toward our goals. Thank you for your support! I look forward to working together to build a healthier North Carolina. I am honored you have chosen me to carry on this legacy. Let’s get started.



From left to right: Past State Alliance Presidents from Gaston County Carolyn Niemeyer (1988-89), Turid Seear (1972-73), Mary Frances Forrester (1995-96), Ann D. Siva (1996-97) and the 2009-2010 President, Anne O. Kahn.

2009 D'Vine Wine Event

The Greater Greensboro Society of Medicine Alliance (GGSMA) and the NC Medical Society Alliance (NCMSA) joined together to host the 1st Annual D'Vine Wine Event on April 18 at the Revolution Mill Studios in Greensboro. The event offered a unique and memorable evening for participants to enjoy while raising money in support of Alliance community health promotion projects and nursing scholarships.

The event featured a wine tasting including wines from five different regions of the world paired with delicious food and live music by Windfall, one of the Triad's premier variety bands. Participants also had an opportunity to bid on lots of great items thanks to the donations from local artists and businesses.

The targeted local need for the GGSMA focused on the purchase of portable defibrillators for Guilford County Public Schools. It is estimated that approximately forty schools in Guilford County do not have defibrillators and many schools have expressed a need for additional ones to assure good coverage at the school. Last year, a student in Guilford County collapsed while in school and ready access to a defibrillator made the difference in saving the student's life. The Alliance is committed to supporting efforts to ensure that each and every school in their community has the life-saving equipment available.

The GGSMA and the NCMSA would like to thank all the wonderful sponsors, contributors and volunteers for supporting the D'Vine Wine Event fundraiser and for sharing a commitment to improve health in Greensboro and across the state.



From left to right: GGSMA President Carolyn Green, Rene Kikel and Becky Crenshaw

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President's Message *continued from page 2*

fundraiser, an online auction, which will occur in the fall. This will allow members from across the state to participate without traveling to a central location. We hope that this will also encourage participation from those outside of the Alliance. We have partnered with the Greater Greensboro Society of Medicine Alliance to produce a joint fundraiser the D'Vine Wine Event, which was held April 18. With the successful completion of this event, we hope to be able to extend to other counties the opportunity to partner on events and projects.

In addition to the efforts that have gone into expanding our fundraising over the past months, we have reviewed our programs, both community service programs and internal programs designed to serve the family of medicine. We have, with the help of the Task Force, improved our communication with our members and potential members. We have increased the amount of electronic communication that we use, including starting a NCMSA Facebook group. We have increased our efforts to keep our board and general membership informed of recent developments in state and national legislation that would affect the practice of medicine or the health of North Carolinians. We have restructured our community outreach programs, keeping or expanding those which we felt were

productive such as the Get Fit Race and Get Fit Challenge and developing ideas for new projects which promote health. The board recently approved a slate of projects to be implemented as we move forward. These include:

- 1) Get Fit Race
- 2) Get Fit Challenge for members
- 3) Get Fit Challenge for schools
- 4) Healthy Foods for Food Banks (this was kicked off this year on Doctors' Day)
- 5) Healthy Portion Placemats (and food diaries)
- 6) Teen Health Project
- 7) Promoting use of ICE to designate emergency contacts
- 8) Generating Grants for AEDs

As you can see the NCMSA has been busy reorganizing and planning for the future. We are excited about moving forward with our new ideas for Member Services, Fund Raising, and Community Outreach. It has been a fabulous, fun, fulfilling year and it has been my pleasure to share it with you. I am equally excited about the future of the Alliance and am thrilled to be able to leave it in the hands of our 2009-10 board and officers. Thank you for allowing me to be a part of this.

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CALENDAR OF UPCOMING EVENTS

2009

JUNE 1	NCMS ALLIANCE BOARD OF DIRECTORS TELECONFERENCE
JUNE 14-16	AMA ALLIANCE ANNUAL MEETING, CHICAGO, IL
AUGUST 6-7	NCMS ALLIANCE BOARD OF DIRECTORS MEETING AND RETREAT, CHARLOTTE, NC
OCTOBER 4-6	AMA ALLIANCE LEADERSHIP DEVELOPMENT CONFERENCE, CHICAGO, IL
DECEMBER 4TH	NCMS ALLIANCE BOARD OF DIRECTORS MEETING VIA TELECONFERENCE

2010

JANUARY 29	NCMS ALLIANCE BOARD OF DIRECTORS MEETING, RALEIGH, NC
JANUARY 29 AND 30	SOUTHERN REGION ALLIANCE LEADERSHIP CONFERENCE, RALEIGH, NC
MARCH 30	DOCTORS' DAY
JUNE 13-15	AMA ALLIANCE ANNUAL MEETING, CHICAGO, IL

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