

Tar Heel Tandem

THE NEWSLETTER OF THE NCMS ALLIANCE: MAKING A DIFFERENCE!

Volume 60 Number 4

Spring 2010

*Your Dues Make
a Difference*

2010-11 Dues

Notices are now being sent.
Prompt payment helps.
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87th NCMS Alliance Annual Meeting

The NCMS Alliance hosted the 87th Annual Meeting and House of Delegates on April 29-30 at the Embassy Suites in Concord drawing. The conference provided a range of speakers and workshops focused on Alliance community health promotion and fundraising efforts.

The presentations included a spotlight on several county Alliance projects from around our state. The session allowed presenters to share resources related to their projects and answer questions from participants. Presenters included Lynn Takla (Cabarrus), Wanda Smith and Angela Connelly (Rowan), Teresa John (Greater Greensboro) and Charlene Slaughter (Mecklenburg).

President Anne Kahn reported to the House of Delegates on the major accomplishments of the NCMS Alliance during the last year. She highlighted efforts to create a nutrition placemat focusing on portion control. The placemat should be complete and available very soon.

AMA Alliance Jo Terry installed Racheal Kunesh as the 2010-2011 NCMS Alliance President along with Patricia Udekwu (President-elect), Holly Anderson (Secretary), Julie Newman



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(Treasurer), Carolyn Green (VP of Resource Development), Charlene Slaughter (VP of Program Development) and Tamara Bridges (VP of Membership Development). The 2010-2013 Class of Directors included Paige McLaurin, Wanda Smith, Margi Shah, Patricia Udekwu and Lynn Takla.

The House of Delegates was followed by 2010 County Reports and Awards Program. For a full listing of award recipients and additional photos from the meeting, please visit www.ncmsalliance.org.

President's Awards of Excellence

County Alliance Member of the Year: Paige McLaurin
State Alliance Member of the Year: Racheal Kunesh

Outstanding Health Promotion Project

Mecklenburg Medical Alliance & Endowment

Outstanding Doctors' Day Project

Cape Fear Medical Alliance

Outstanding Medical Heritage Project

Gaston County Medical Society Alliance

Outstanding Membership Development

Medical Alliance of the Piedmont

Outstanding Service Awards

Buncombe: Alex Diez
Cumberland: Stephanie Robison
Gaston: Carolyn Niemeyer and Annette Gehle
Greater Greensboro: Carolyn Green
Mecklenburg: Kathy Klimas
Medical Alliance of the Piedmont: Judy Mountjoy
Wake: Maya Zumwalt

Annual Meeting

Remarks from Anne Kahn
NCMS Alliance President 2009-2010



My focus this year was to promote healthier lifestyles. Working in a coronary care unit for twenty years I experienced families torn apart by cardiac disease. My board was committed to developing a portion placemat. Our past board member Anne-Bee Van Meter a registered dietician developed a placemat that would educate people on portion sizes. We thank her for her contribution. The NC Medical Society was impressed with the placemat and plan to partner with us to bring it to the General Assembly of NC on May 13th on opening session. After speaking in Fayetteville a few

weeks ago our newest legislator approached Racheal and I and said she wanted to work along side us in this venture. We would love to challenge the legislators and the governor to walk with us in our Get Fit Race in December of this year in Raleigh. Please plan to attend. All money raised as a result of the race is dedicated to the purchase PE equipment across our state for needy schools.

After attending the AMA Alliance meeting in 2008, I returned with a focus in obtaining a new display for our organization. Angie and Paige McLaurin from Wake county went on a mission to find a display that would easy to transport and versatile enough to help reach out to potential members in a number of different settings. As you can see they accomplished this mission and we are very proud of their hard work. We were very proud to debut this display during the AMA Alliance Leadership Development Conference in October of 2009 and it was a success.

Our first online auction this year proved that hard work and donations brought a respectful amount to put toward our projects. Our 2009 Bid for Better Health received wonderful support from our members as well as Alliance members outside our state. We are looking forward to hosting the online auction again this fall. We need your support through donated items and your participation. Our next auction will be in October. I want to thank everyone for making our first online auction a success.

I am very proud of every Alliance member in this state. Traveling the state having installations, attending functions I have seen the dedication toward building a healthier NC. Scholarships, playgrounds, health fairs, battered women shelters, homes for parents with sick children, health adventures, school nurse equipment, school nurse employment, I could go on forever of the many impressive projects across this state. I have made so many new friends across this state and I hope they know that I will always be there for them. We Alliance members know the challenge our spouses and partners face every day in their medical practices.

Where do I begin to thank my sidekick Racheal Kunesh our president elect. You will have a wonderful energetic leader in

Annual Meeting Remarks continued on page 5



Angie's Notes

It was really wonderful seeing all the members who attended the 2010 NCMS Alliance Annual Meeting in Concord. We had a great time and shared a number of ideas and opportunities for the Alliance on

both the local and state levels. Thank you to everyone who took part in the sessions and made the meeting memorable.

Members should be very proud of the nutrition placemat developed this year to help emphasize the important role that portion control plays in improving health. We are so pleased that the placemat made its debut in the cafeteria of the North Carolina General Assembly and we look forward to distributing it across the state. The web site also includes helpful links to other resources and information including the "Portion Distortion" quiz which will put your serving size knowledge to the test.

Plans are also underway for the 4th Get Fit NC 5K which is tentatively scheduled for December 4 in Wake Forest, NC. The NCMS Alliance hosts the race to bring members and supporters together to help get equipment to physical education program in need. Look for more details very soon. We hope to see you there!

Please be sure to keep us in the loop on what your county Alliance is working on or if we can help in anyway. You can reach me at 919-833-3836 x124 or email at ncmsalliance@ncmedsoc.org.

County Alliance Web Sites and Blogs

Cabarrus County Medical Society Alliance
www.ccsmalliance.com

Greater Greensboro Society of Medicine Alliance
www.ggsma.org

Haywood Medical Society Alliance
www.haywoodalliance.org

Mecklenburg Medical Alliance and Endowment
www.mmae.com

Medical Alliance of the Piedmont
www.medicalallianceofthepiedmont.com

Onslow County Medical Society Alliance
www.ncmsalliance.org/onslow.htm

Wake County Medical Society Alliance
<http://www.ncmsalliance.org/wcmsa.htm>

Triangle Medical Spouse Alliance Blog
(previously Medical Auxiliary of UNC Hospitals)
<http://trianglemdspouses.blogspot.com>

Tar Heel Tandem

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four times a year by the
North Carolina Medical Society Alliance.

Next Deadline: ?????? ??, 2010

Please send submissions by email at editor@ncmsalliance.org

In her own words . . .

Racheal A. Kunesh, 2010 NCMS Alliance President

Having grown up on a family farm in Iowa, you might wonder “what is a Midwestern farm girl doing in North Carolina?” My first step on this path to NC started at the University of Iowa. My husband, Ben, and I met a few days before starting as freshmen at the U of I, thanks to his roommate whom I met through the Hawkeye Marching Band. We became good friends throughout our undergraduate studies. Ben majored in Microbiology and I in Chemical Engineering.

In 1987 we married and Ben started medical school at the U of I, while I began my first job as a process engineer in Minnesota. We lived apart for 2 years until I transferred to a plant in Iowa, giving us the opportunity to live together! We then returned to Minneapolis for Ben’s internship and residency at Hennepin County Medical Center. I continued working as a process engineer and had an opportunity to complete an MBA. As we considered where to move after residency, we were drawn to the warmth of the Carolinas. With family in Raleigh and a good friend in Mt. Holly, we decided to leave the Midwest and make out home in NC.

Ben joined a traditional internal medicine group in Concord and I continued as a process development engineer in Charlotte. I recall my first encounter with the alliance; my neighbor, Austin, brought me a welcome basket and introduced me to the alliance. Of course I joined – it was what one does to show support for one’s spouse and the family of medicine.

Within a year after moving to NC, our first child, Adam, was born and three years later, we were blessed with a daughter, Elizabeth. At that point I decided to be home full time and was able to become more active in the alliance. Within this group I found other spouses who understood the unique lifestyle that comes with being married to a physician. With the arrival two years later of our third child, Isaac, we had made it through three vowels – we are still awaiting O and U!

Adam, now 15, is a freshman in high school, and an intellectual young man who enjoys music and has followed in the footsteps of his parents in joining the marching band. He also swims, plays tennis and is now taking driver’s education! Lizzie is 11 and is a dynamic young lady. She has a flair for drama, having recently played the role of Alice in Alice in Wonderland. She enjoys Girl Scouts, soccer and playing at the lake. Isaac, at 9 is well balanced, enjoying reading, soccer, swimming and piano. Ben now practices largely outpatient internal medicine, and serves as clinic medical

director, president of our county medical society, credential committee chair and wonderful husband and father.

When my youngest, Isaac, started kindergarten, I served as president of the Cabarrus County Medical Society Alliance. I had the opportunity to help plan the inaugural charity golf tournament benefiting the public school nurse program. We have now completed our fifth annual tourney, raising nearly \$150,000 to help keep a full time nurse in every school in Cabarrus County. During this time I also served as co-chair for the NorthEast Medical Center Foundation’s Cruise, PTO president at my kids’ elementary school and PTO fundraising chair for my middle schooler. Needless to say, I have a problem saying no!

Fortunately, I said yes to joining the state alliance board in 2007. I have enjoyed serving with a dynamic group of alliance leaders and have loved the opportunity to see the alliance in action across the state and nation. We in NC can be proud of the many accomplishments achieved locally and at the state level.

As I look forward to the 2010-11 alliance year, I hope to continue our focus on health promotion. Thanks to support from the NC Medical Society, a portion control placemat, developed with the assistance of a Gaston county alliance

member, is being placed on every tray in the cafeteria of the NC general assembly. We intend to stress good eating choices to our legislature in addition to having our logos prominently displayed.

I hope to bring portion control and physical fitness awareness into the schools in an effort to make an impact on childhood obesity. Our 4th annual Get Fit 5K RUN is scheduled for December 4th in Wake Forest. Proceeds will be used to purchase physical fitness equipment for deserving organizations via Donors Choose. Using the ground work laid by our Mecklenburg and Greensboro county alliances, we also plan to develop a state-wide AED project.

These wonderful projects will require human as well as financial capital. We will host our second annual on-line auction this fall. In the spring, we plan to partner with Piedmont alliances to put on a new fundraising event: “Rock with the Docs”. Bands comprised of doctors will battle for bragging rights with the proceeds shared between the state and local alliances for health promotion projects. The event is planned for February 26th, 2011 so mark your calendars and come cheer on your local doctor band while supporting some great projects!

It is truly an honor and privilege to serve as president of this wonderful organization. I look forward to a productive future.



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COUNTY NEWS

Mecklenburg Medical Alliance & Endowment Receives 2010 HAP Award

The Mecklenburg Medical Alliance & Endowment (MMAE) is the recipient of one of two Health Awareness Promotion (HAP) Award from the AMA Alliance in the area of Community Service. The award will be presented to the MMAE in June during the AMA Alliance Annual Meeting being held June 13-15 in Chicago.



The MMAE's winning project, The Lucky Hearts Campaign, represents a partnership between the county Alliance and MEDIC, the county's EMS agency to increase cardiac arrest survival through advocacy, education, and the increased availability of defibrillators (AEDs) in the community. The purpose of the project is to significantly increase the public's ability to provide life saving intervention in the event of a cardiac arrest episode. The two organizations plan to train at least 1,000 area residents in cardio pulmonary resuscitation (CPR), in

addition to donating and installing more than twenty automated external defibrillators (AED's) in high population density areas throughout Mecklenburg County.

MMAE celebrated its 75th anniversary on February 21, 2009. On this occasion, MMAE hosted a gala to further their efforts in raising money for placing Automated External Defibrillators (AED) throughout Mecklenburg County. Thus far, MMAE has raised \$75,000 for the purchase of fifty-two (52) AED's to be distributed throughout the county to nominated businesses

The Lucky Hearts Campaign includes an incentive program for area businesses and organizations to allow their employees to be trained in CPR and AED usage. MEDIC provides training to as many as fifty employees at twenty different qualified Mecklenburg County organizations free of charge.

Congratulations to the MMAE for an outstanding project and selection as a receipt of the 2010 HAP Award. The MMAE has put together resources and templates related to The Lucky Hearts Campaign to help county Alliances interested in bringing the project to their area. For more information, please visit www.ncmsalliance.org

Medical Alliance of the Piedmont Hosts Its 2nd Annual Murder Mystery Fundraiser

The Medical Alliance of the Piedmont and Medical Center Guild hosted a Murder Mystery Fundraiser on January 7. The fundraiser was held in support of the SECU Family House on the Richard J. Reynolds III and Marie Reynolds Campus. It was held at the Old Town Club in Winston-Salem, NC with 139 guests in attendance, almost twice as many participants as the previous

year. The evening included a silent auction which took place during the cocktail hour and featured wonderful items donated by the community. Distinguished guest, Congresswoman Virginia Foxx, was there to support the event, along with the founding SECU board members. The actors put on a great show and the murder was solved by the end of the night.

The Medical Alliance of the Piedmont and Medical Center Guild are so grateful for all our sponsors and attendees for making this evening so successful. More than \$11,000 was raised for the SECU Family House which is scheduled to break ground this year. The NCMS Alliance also awarded a \$1,000 grant last year in support of the project and would like to thank members for making this grant and other resources available across the state.

The SECU Family House will provide housing with private bath and shared kitchen area to families of adult patients receiving care at Forsyth Medical Center, Wake Forest University Baptist Medical Center, or Hospice & Palliative Care Center for a nominal cost. Please contact Kathy Carr at (336) 793-2822 if you would like more information about this community project.



From Left to Right: Dr. Hampton Howell, Mrs. Jennifer Howell (event co-chair), Dr. Frank Moya, and Mrs. Angela Moya (event co-chair).

NCMS Alliance Health Promotion Grant Helps “Our Town Medical Center” Exhibit at the Greensboro Children’s Museum

During fall 2009, the NCMS Alliance awarded a \$500 grant to support the renovation and expansion of the “Our Town Medical Center” exhibit at the Greensboro Children’s Museum. The exhibit allows children to experience a place of exploration, role play and discovery within the medical field. The state Alliance grant provided the funds necessary for the purchase of new props and materials including pretend doctor’s tools such as stethoscopes, tweezers, thermometers, and otoscopes. The grant also purchased life-like infant dolls for the newborn area, stuffed animal “patients,” and the supplies for future replacement and refreshing of the exhibit’s prop items.

The goal of health literacy through the incorporation of books in the exhibit was made possible in the Our Town Medical Center exhibit through the grant as well. Books focusing on healthy bodies, healthy lifestyles and trips to the doctor help build familiarity with dentists, doctors and healthy living. After almost ten months since renovation, Our Town Medical Center continues to be interactive, hands on environment and the Health Promotion Grant has made that possible.

Thanks go to members of the NCMS Alliance whose membership makes this grant and other resources to improve health in communities possible.



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Annual Meeting Remarks *continued from page 2*

Racheal so when she comes asking for your help please say yes. We have a fun event planned for next year with a battle of Doctor bands. She knows I will be there by her side.

They say that friendship is good for the heart. I look out across this room and see your beautiful smiles and I feel honored that you chose me to lead you this year. Thank you for your support. Our tag line Come for the Friends and stay for the fulfillment is true. My new friends I have made through all my years in this Alliance will stay with me for a lifetime. I have learned so much this year personally. I thank you for your support.

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



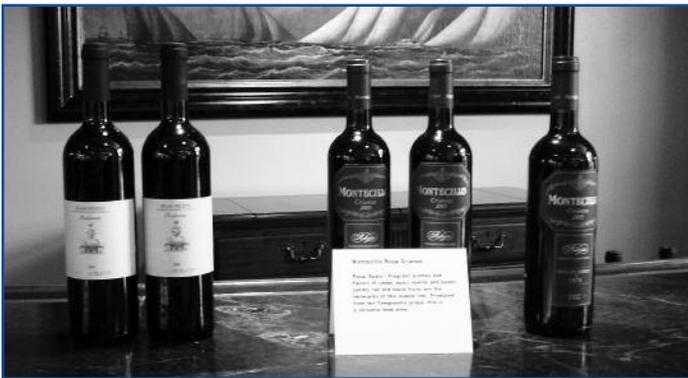
2010 D'Vine Wine Event

The Greater Greensboro Society of Medicine Alliance (GGsMA) and the NC Medical Society Alliance (NCMSA) hosted the 2nd Annual D'Vine Wine Event on April 17 at the Revolution Mill Studios in Greensboro. More than 150 participants took part in the wine tasting and silent auction held in support of efforts to purchase automated external defibrillators (AEDs) for Guilford County Schools and Alliance community health promotion projects and nursing scholarships.

The event featured an evening of wine tasting, great food and live music from Windfall, one of the Triad's premier variety bands. The silent auction featured donations from more than fifty local businesses, artists and supporters.

With generous support and participation, last year's D'Vine Wine event provided fourteen portable defibrillators and valuable training to Guilford County Schools in need of the life-saving equipment and resources. This year's fundraiser continues those efforts and works toward ensuring each public school in Guilford County has the equipment and trained staff needed to respond quickly to a cardiac emergency.

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.



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2010 D'Vine Wine Event Sponsors

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NCMS ALLIANCE 2010-2011 CALENDAR

JUNE 12-15	AMA ALLIANCE ANNUAL MEETING, CHICAGO, IL
AUGUST 5-6	NCMS ALLIANCE BOARD MEETING & RETREAT, CHARLOTTE, NC
SEPTEMBER 25-28	AMA ALLIANCE LEADERSHIP DEVELOPMENT CONFERENCE, CHICAGO, IL
OCTOBER 1	2010 GET FIT COUNTY ALLIANCE CHALLENGE
OCTOBER 1	NCMS ALLIANCE BOARD OF DIRECTORS MEETING (TELECONFERENCE)
NOVEMBER 30	NCMS ALLIANCE HEALTH PROMOTION GRANT DEADLINE
DECEMBER 4	GET FIT NC 5K, WAKE FOREST, NC

2011

JANUARY 15-16	SOUTHERN REGIONAL ALLIANCE CONFERENCE, ORLANDO, FL
FEBRUARY 4	NCMS ALLIANCE BOARD OF DIRECTORS MEETING.

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Celebrating 87 Years

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