

Tar Heel Tandem

THE NEWSLETTER OF THE NCMS ALLIANCE: MAKING A DIFFERENCE!

Volume 60 Number 1

Summer 2009

*Your Dues Make
a Difference*

2009-10 Dues

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2009 AMA Alliance Annual Meeting Highlights

North Carolina was front center during the 2009 AMA Alliance Annual Meeting in Chicago. John Lovin from Hickory was elected to national office and will serve as this year's AMA Alliance Treasurer. Lovin has served a national AMA Alliance Director and was NCMS Alliance President from 1998-99. The NCMS Alliance Immediate Past President, Beverly Wright, was also elected to a position on the AMA Alliance Nominating Committee which is responsible for proposing the slate of candidates for national offices.

Also serving on the national level this year, NCMS Alliance Treasurer and former state President Julie Newman is the 2009-2010 AMA Alliance Integrated Marketing/Membership Committee Chair.

The Medical Alliance of the Piedmont received a national Health Awareness Promotion Award (HAP) Murder Mystery Fundraiser for the Josh and Marie Reynolds Hospital Guest House in Winston-Salem. The HAP Award recognizes excellence in health promotion programs among county Alliance across the country and includes a \$1,000 grant.

The NCMS Alliance President Anne Kahn received one of three Screen Out! Scholarship awards in recogni-

tion of the state Alliance's efforts to support the campaign's mission to get tobacco usage out of youth-rated Hollywood films. During the 2009 state legislative session, the NCMS Alliance worked to raise awareness regarding efforts by the Motion Picture Association of America (MPAA) to exempt movie studios from the legislation to prohibit smoking in public and work places in North Carolina.

The North Carolina delegation led by Anne Kahn and Racheal Kunesh, NCMS Alliance President-elect, also included Anne-Bee Van Meter, Beverly Wright and Julie Newman. During the annual meeting, NC delegates discussed and voted on a range of issues during the AMA Alliance House of Delegates session.

The AMA Alliance House of Delegates considered several proposed amendments to

Highlights continued on page 5



AMA Alliance Past President Diane Fenyk (Minnesota) installs Marilyn Kezerian (California) and John Lovin (North Carolina) into national office

Angie's Notes



I hope that everyone is enjoying a wonderful summer. The NCMS Alliance Board of Directors just completed their annual meeting and retreat Charlotte. The board is working to deliver some very exciting health promotion projects throughout the state this year.

The Get Fit NC County Alliance Challenge is set to begin October 1. This is our fifth year hosting the challenge and our teams have logged more than 175,000 miles so far during the last four challenges combined. We have some fun updates to the challenge to help encourage more members to get involved this year. We encourage all members to join a county Alliance team or start one and take part in this year's challenge. For the details, visit www.ncmsalliance.org.

We also want to encourage you to visit the web sites of our county Alliances. It is a great opportunity to connect with fellow Alliance members and see what is going on locally in our state. We have links to county sites below and on our state web site. We hope that you check it out!

If your county Alliance does not have a web site and would like to have a dedicated web page on the state Alliance site, please let me know. We can put together a great page on the NCMS Alliance site at no cost to your county Alliance.

The NCMS Alliance also has a new membership brochure that can be used throughout the state to reach out to potential Alliance members. The brochure has also been posted on our web site. If you would like a brochure mailed to you, please contact the office at 919-833-3836 x124 or email at ncmsalliance@ncmedsoc.org.

Angie

From Your President

Anne Kahn
NCMS Alliance President



Greetings! I hope everyone is enjoying a lovely summer. In June, Anne-Bee Van Meter, Beverly Wright, Racheal Kunesh, Julie Newman, Gay Bowman and I attended the 2009 AMA Alliance Annual Meeting in Chicago. During the meeting, we had lots of opportunities to meet with Alliance members from all over the country and take part in the national House of Delegates representing our state.

North Carolina really shined at the national meeting and we are so proud of everything our members and county Alliances have achieved during the past year. Among our national award recipients, Gay Bowman from Greensboro received the 2009 Belle Chenault Award for Political Participation recognizing her outstanding contributions in support of the future of medicine. The Medical Alliance of the Piedmont in Winston Salem won the Health Awareness Promotion (HAP) Award for their creative and successful Murder Mystery Night fundraiser to raise money for the Josh and Marie Reynolds Hospitality House in Winston-Salem.

I was also honored to receive one of three Screen Out! Scholarship awards in recognition of our state Alliance's efforts to support the campaign's mission to get tobacco usage out of youth-rated Hollywood films. Our state Alliance worked very hard to help raise awareness regarding efforts by the Motion Picture Association of America (MPAA) to exempt movie studios from the legislation to prohibit smoking in public and work places in North Carolina. The scholarship award helped offset travel expenses to attend the annual meeting and Celebration of Leadership Luncheon in Chicago.

North Carolina will be well-represented on the national level this year as well. John Lovin from Hickory was elected to national office as the Treasurer of the AMA Alliance. NCMS Alliance Treasurer and past president, Julie Newman was

President's Message *continued on page 6*

County Alliance Web Sites and Blogs

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

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>

Tarheel Tandem

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

Next Deadline:
October 21, 2009

Annette Gehle, Assistant Editor
Please send submissions by email at editor@ncmsalliance.org

COUNTY NEWS

Gaston Alliance Supports “Operation Playground Pride”

Operation PlayBall, a slow-pitch softball tournament, was held on April 25th at Sims Park in Gastonia, NC. The Operation Playground Pride Committee, which consists of community volunteers and members of the Gaston County Medical Society Alliance coordinated the event to raise funds, awareness and community fun for the Playground at Martha Rivers Park.

Six teams consisting of representatives from the legal, financial, medical, dental, pharmaceutical, and law enforcement communities of Gaston County participated in the softball tournament. Activities like spin art, bean



Gaston County Physicians Take the Field for Operation PlayBall



Alliance members (from left) Rosalind Thomason, Mary Frances Frorester and Carolyn Niemeyer

bag toss, face painting, temporary tattoos and a bounce house were available for children at the event. Door Prizes from area businesses also were given out during the tournament. Food and beverages were donated by local retailers and distributors. Hot dogs & hamburgers were cooked by a local City of Gastonia Councilman. This event raised over \$11,000 and will help make needed improvements and help ensure the playground continue to provide a happy and safe place for children to have fun. Restoration of the playground is scheduled to take place during the fall of 2009, which will coincide with the playground’s 10-year anniversary.

“Stepping Up” to Support the Community Care Clinic of Rowan County

The Rowan County Medical Society Alliance hosted its 11th annual “Fashions for a Cause” event in Salisbury on April 2 at Catawba College. The event featured a fashion and luncheon to benefit the local Community Care Clinic of Rowan County, an independent service organization created help Rowan residents obtain healthcare.

The planning committee included approximately twenty Alliance members working with local clothing stores that participated in the program. Many of the vendors donated 10% of their profits from sales and local business supported the event as sponsors and through donations.



Rowan County Alliance Members Support “Fashions for a Cause”

The Community Care Clinic is a non-profit health and dental clinic funded primarily by individual donations and grants. The organization represents a partnership between the medical profession and the community in helping low-income, uninsured residents to obtain necessary medical and dental care. The clinic is mostly staffed with volunteer physicians, nurses, dentists and pharmacists.

“Fashions for a Cause” raised more than \$12,000 for the Community Care Clinic and the Rowan Alliance hopes to surpass that goal next year.

MMAE Celebrates 75th Anniversary

The Mecklenburg Medical Alliance (MMAE) celebrated its 75th anniversary at the Gift of Health Gala at the Westin in Charlotte with more than 250 participants in attendance. The event raised more than \$45,000 to support MMAE projects and kick off The Lucky Hearts Campaign.

A city proclamation from mayor was read declaring February 21, 2009 Mecklenburg Medical Alliance Day in the city of Charlotte. The MMAE also received a congratulatory letter from Governor Beverly Perdue

During the gala, the MMAE honored three Mecklenburg County physicians who were involved in saving the life of a lacrosse player at Cardinal Gibbons School during a game played in Raleigh in 2007. The organization honored Eric B. Lasser, MD, Lee Ann McGinnis, MD and Matthew D. Ohl, MD at the anniversary celebration. The three physicians exemplified the purpose of the MMAE's Lucky Hearts Campaign dedicated to raising the awareness of the life-saving impact of CPR and AED.



From left: Beverly Wright, Charlene Slaughter and Julie Newman

Life-Saving Equipment Donated to Cardinal Gibbons

April 19, 2008, is a date that will forever be etched in the minds of the lacrosse teams, friends and family from Cardinal Gibbons and Providence Day in Charlotte. On that spring Saturday, Alex Beuris, a defenseman for Cardinal Gibbons was struck in the chest with a ball and collapsed. It was quickly apparent that he had more than the wind knocked out of him.

Dr. Pat O'Brien of Cardinal Gibbons and Drs. Matt Ohl, Lee Ann McGinnis and Eric Lasser of Providence Day, all parents in attendance at the game, rushed to resuscitate Alex who was in field in full cardiac arrest. CPR was started and an automatic external defibrillator (AED) was quickly brought to the field. After two shocks to his chest, Alex's heart was restarted and he began to breathe on his own. Today he is doing well and is a student at UNC-Chapel Hill. During the 75th Anniversary Gala for the Mecklenburg Medical Alliance and Endowment (MMAE), Alex's story was shared as an example of the need for AEDs and CPR training. As parents of a Providence Day lacrosse player, Don and Susan Sherrill purchased and donated two AED's to Cardinal Gibbons in honor of Alex Beuris and in support of The Lucky Hearts Campaign.



Patricia Udekwu presents donated defibrillators

A little over a year later on April 28, 2009, NCMS Alliance board member and Wake County Alliance member Patricia Udekwu delivered the two defibrillators donated by the Susan and Don Sherill to coaches and representatives from Cardinal Gibbons during a special presentation. The donation will help ensure the quick availability of a defibrillator for the school and raise awareness of how access to AEDs can truly make a difference in the ability to save a life.



2009 Bid for Better Health

hosted by the NCMS Alliance

October 25-November 8, 2009

Mark your calendars and make a healthy bid in support of the NCMS Alliance during the Bid for Better Health, an on line auction dedicated to supporting Alliance health promotion projects and community grants.

The Lucky Hearts Campaign

The Mecklenburg Medical Alliance and Endowment (MMAE) is partnering with the MEDIC (the EMS agency for Mecklenburg County) to deliver an exciting local program titled The Lucky Hearts Campaign. 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.

The partnership was forged after MMAE and MEDIC recognized that the organizations shared a very similar goal: to provide the people of Mecklenburg County with the tools necessary to increase the likelihood of positive outcomes when faced with an incident of cardiac arrest.

"From the time cardiac arrest onset occurs, there is a 10% reduction in the likelihood of patient survival for every minute that resuscitation (shock) is delayed," said Dr. Tom Blackwell, Medical Director for MEDIC. "After six minutes without AED intervention, the statistics show that a patient's prognosis is grim. The ability for bystanders to step in and provide CPR compressions and employ the use of an available AED would drastically increase the cardiac arrest survival rates for people in this community. This initiative will go a long way towards making this scenario a reality."

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 will provide training to as many as fifty employees at

twenty different qualified Mecklenburg County organizations free of charge.

Upon completion of this training the MMAE, which has dedicated \$75,000 towards the future purchase of AED's, will donate each participating organization an AED, valued at over \$1,300.

MEDIC officials will help each organization choose an appropriate location for the AED, in addition to advising on a company-wide usage protocol. By the end of calendar year 2009, the goal is to have trained at least 1,000 individuals at twenty different Mecklenburg County organizations; resulting in at least twenty new AED's positioned in highly visible locations.

Organizations interested in participating in The Lucky Hearts Campaign will need to meet certain qualifications. MMAE and MEDIC are focusing on locations with the highest population density possible, as these areas have a higher cardiac arrest incident rate according to statistics gleaned from years of MEDIC tracked data. Additional consideration will be given to non-profit organizations, as budgetary constraints may make the purchase of an AED more difficult for them. For more information on the campaign, visit www.mmae.com.



Be the Next Miracle

Highlights *continued from page 1*

the national bylaws. The proposed changes included provisions that would establish a Friends of Medicine membership category and a bylaws change that would include domestic partners to other membership categories. Both amendments failed to pass the House of Delegates and no changes to the bylaws were enacting during the 2009 session. For more information and highlights regarding the 2009 AMA Alliance Annual Meeting, please visit www.amaalliance.org.



From left: North Carolina delegates Anne-Bee VanMeter, Beverly Wright and Anne Kahn

Gay Bowman Awarded the 2009 Belle Chenault Award

The Board of Directors of the American Medical Association Political Action Committee (AMPAC) presented the 2009 Belle Chenault Award for Political Participation to Gay Bowman on June 15 during the Annual Meeting in Chicago, IL.

The Belle Chenault Award for Political Participation was established

in 1990 and is awarded every two years by the AMPAC Board of Directors to the AMPAC/AMA Alliance member who has made significant personal contributions of time and talent in assisting friends of medicine in their quest for elective office at the federal and state level. Each state is encouraged to submit a nominee for state-wide

recognition and consideration for the national award. The award was named for Belle Chenault, a former AMA Alliance member of the AMPAC Board of Directors, who encouraged political contributions on behalf of medicine. Belle Montgomery Chenault passed away on April 21, 2003. Her passion, courage and determi-

nation to serve the family of medicine lives on in those who strive to emulate her excellence.

Gay Bowman is the first from North Carolina to receive the Belle Chenault Award. In 2008, Gay played a central role in the congressional campaign for Teresa Sue Bratton, MD, for the 6th Congressional District. While serving as a key grassroots leader for the Bratton campaign, Gay wore just about every volunteer hat possible: event coordinator, fundraising host, door-to-door canvasser, phone banker, surrogate speaker, medical community liaison, and much more. She is also an alumnus of the AMPAC Campaign School, having attended in 2007. Gay's efforts helped Dr. Bratton win the Democratic primary and go on to amass the highest vote totals ever against a 24-year incumbent. Dr. Bratton declared: "The number of people who were absolutely indispensable can be counted on one hand. Gay Bowman was one of these."



Gay Bowman (right) accepts the 2009 Belle Chenault Award

President's Message *continued from page 2*

appointed to chair the AMA Alliance Membership Committee and our Immediate Past President, Beverly Wright was elected to serve on the 2009-2010 AMA Alliance Nominating Committee. Congratulations to these talented, devoted and dedicated members of the Alliance.

This year we are excited to bring forward projects dedicated to our shared mission of building healthy communities statewide. Our Program Development Committee is developing a project that focuses on learning portion control and self-monitoring of food choices including a portion placemat that can be distributed to children.

Local Alliance projects have highlighted the importance of having automated external defibrillators (AED)

in our schools as well as in public buildings and offices. We know that quick access to an AED can make the difference in saving a life. The NCMS Alliance is hoping to organize additional resources to support local efforts to bring needed training and equipment into communities across the state.

We are also planning to build on efforts earlier this year to encourage Alliance members to donate healthy foods to local food banks. I would especially encourage you to donate food during this summer as this is the time where food banks and shelters experience a drop in donations and when they need our help the most. Remember to donate healthy alternatives.

Are you ready? Are you ready for another Get Fit County Alliance Fitness

Challenge. We will be introducing some changes to the challenge that we hope will encourage more Alliance members to participate and get moving to stay fit. It is a fun way to join with your fellow Alliance members and introduce a little friendly competition that benefits all of us. The challenge will begin October 1 so start getting your county team together. Look for details on the county challenge to be available in early September.

I want to thank our Board of Directors for their outstanding commitment to the alliance. Angie has been my right hand and I appreciate all that she does to support our organization. I am so proud to represent everyone of you. Keep up the good work you are doing in your communities and look forward to working with you this year.

*The North Carolina Medical Society Alliance
wishes to thank our
86th Anniversary Annual Fund Contributors*

Sadie McCain Circle

*Julie Newman in honor Joan Newman, Beverly Wright, Holly Anderson
Kathy Kobs, Jane Pinsky, LaRinda Huntley Kaplan, Mary Tyrey and Maya Zumwalt
Maya Shenoy*

Mentor

Jessica R. Goglin

*Beverly Wright in memory of May Morgan Allman,
Mary Lou Wilson Brown, Mary Eulalia Thompson Wright and Helen Medley O'Bryan*

Advocates

Dr. and Mrs. Robert Kahn in honor of Mrs. Patricia A. Orazem

*Mrs. Betty Ray McCain in honor of Sarah Joan Warden (Mrs. Michael Kushner) and
in memory of Sadie Lou McBrayer (Mrs. Paul P.) and Mary Howell Perrett Ray (Mrs. Horace T.)*

Sharon Risk in honor of Mary Alice Ross and Martha Risk

Friends

Jay and Holly Anderson in honor of Caryn I. Anderson

Gay Bowman in honor of Gaynelle Mastin

Helen Brennan

Linda and Robert Hanrahan in memory of Gretchen Hussey and Bernice Hanrahan

Richard and Marje Henderson in memory of Kay Henderson Van Gorden

Dr. Ben and Racheal Kunesh in honor of Judy Kunesh

Tracy E. Thomason in honor of Rosalind R. Thomason

Dr. and Mrs. David Wehrung in honor of Mrs. Geraldine Corwin

Paul and Susan Vadnais in honor of Dorothy Engh

Darlene Young

*Medical Alliance of the Piedmont in memory of
Martha McRae Alsup, Regina Meed Burt and Charlene Miller*

CALENDAR OF UPCOMING EVENTS

2009

SEPTEMBER 30	COUNTY ALLIANCE TELECONFERENCE HOSTED BY THE NCMS ALLIANCE
OCTOBER 1	GET FIT COUNTY CHALLENGE BEGINS
OCTOBER 4-6	AMA ALLIANCE LEADERSHIP DEVELOPMENT
NOVEMBER 30	GRANT DEADLINE
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
APRIL 29-30	NCMS ALLIANCE 87TH ANNUAL MEETING CONCORD, NC
JUNE 13-15	AMA ALLIANCE ANNUAL MEETING, CHICAGO, IL

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