

# AN ANNUAL MEETING

In-person  
JUNE  
2-4  
Virtual  
Sessions  
MAY  
23-24

2023

## e-Binder 3 Reports

*In the heart of Nashville*  
Hyatt Centric Dorothon.com

Physician families connecting,  
educating, and advocating.





# **2023 BUSINESS MEETING & INSTALLATION OF OFFICERS**

## **e-Binder 3: Reports**

**JUNE 2-4, 2023**  
**Hyatt Centric Downtown Nashville**

### **TABLE OF CONTENTS**

3	2022-2023 Board of Directors and Council Appointments
4	Your Six System Organization
5	President's Report
14	President Elect's Report
15	Finance Council
18	Membership Council
22	Communications Council
24	Governance – Bylaws Committee
25	Governance – Nominating Committee
28	Programs Council
30	Events Council
36	AHEI
38	AMA Foundation

**President:** Jacqueline L. Nguyen Esq., NV

**President-Elect:** Racheal Kunesh, NC

**Immediate Past President:** Heather Rifkin, MS

**Secretary:** Karen Begrow, MI

**Treasurer:** Dave Street, GA

**Director, Membership:** Ron Jagers, SC

**Director, Programs:** Beth Irish, OR

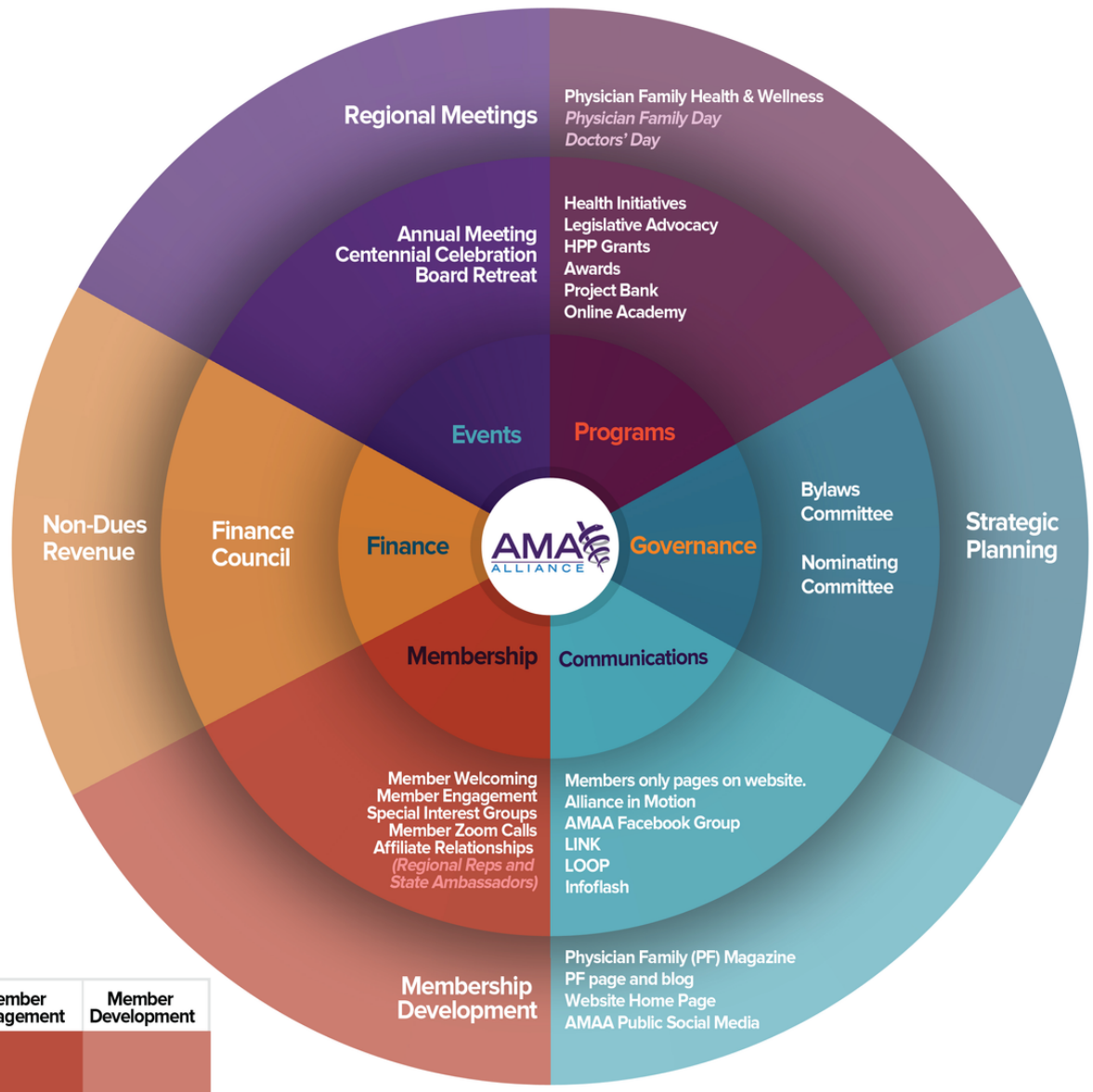
**AHEI Chair:** Nancy Schneider, CA

## **Presidential Council Appointments**

**Events Council:** Mary Beth Ellision, OH

**Communications Council:** Jayme Shelton, OK

# YOUR ORGANIZATION



**Welcome to the Six Systems:  
Finance, Membership, Communications,  
Governance, Programs, and Events!**

# REPORTS

## PRESIDENT'S 2022-2023 REPORT & RECOMMENDATIONS: Jacqueline Nguyen, Esq.



It has been an honor to serve as the 2022-2023 President for the American Medical Association Alliance. It has been my pleasure to serve with a truly dedicated Board of Directors and talented Council, Committee and Task Force Members. I give heartfelt thanks and gratitude to each leader and member who put their trust in me this year and joined me on this journey. We had a very ambitious agenda and while there is much more work to be done, I am proud of all that we have accomplished.

The role of a President is to represent the AMA Alliance to our members and to the public. It is to ensure all policies and directives of the membership and Board of Directors are carried out. And it is to set the tone for the organization. In all of these roles, I did my best to represent the AMA Alliance with professionalism, enthusiasm, diplomacy and innovation. We had robust interactions in board and council meetings, and I did my very best to approach issues we faced from the perspective of what was most beneficial to our organization, to our members and to our potential members. I believe that each board member had the same approach and while our views might have differed, our collective commitment to the AMA Alliance mission helped us come to better outcomes than any one of us could have individually achieved.

The AMA Alliance of now is very different from the AMA Alliance of years past. I set out this year to accomplish two things: to have a positive and transformative effect on our organizational culture and to pivot our focus to create new programs and policies that were innovative in content but that worked well to leverage our resources. Did we accomplish all that we set out to? That would have been impossible given our ambitious agenda. But we certainly have begun setting the foundation for the next 100 years. With deepest gratitude,

A handwritten signature in black ink that reads "Jacqueline L. Nguyen, Esq." The signature is written in a cursive, flowing style.

### Our Councils

#### 1. Governance:

##### Bylaws Committee:

The Governance Council- Bylaws Committee was specifically instructed to not overhaul the Bylaws this year. It seems that in the past, we would begin anew a few weeks after we just made amendments. Bylaws should not be changed so frequently nor should they be reactive to the changing leadership.

# REPORTS

## PRESIDENT'S 2022-2023 REPORT & RECOMMENDATIONS: Jacqueline Nguyen, Esq.

They are created to serve as the guidelines for new leadership to follow. Our policies and procedures are the documents that may be customized for more efficient operations.

The priority this year was to do a complete inventory of all our policies and procedures and make sure they were updated and properly named and filed. The Committee then added all these documents to the AMA Alliance Procedure for National Personnel and uploaded them to the website. While tedious, this was a necessary step for the efficient operation of the AMA Alliance.

Thank you to **Karen Begrow**, AMA Alliance Secretary and the entire Bylaws Committee for their hard work.

### Nominating Committee:

A critical committee for the future of the AMA Alliance is the Nominating Committee. It is through their work that they match leadership with the growth of the AMA Alliance. An effective nominating committee is 1) engaged with the membership so they may identify talent and skill and 2) well versed in the operations and goals of the organization so that they understand the leadership needs of the future.

Thank you to **Heather Rifkin**, AMA Alliance Nominating Committee Chair and her Nominating Committee for taking on a huge task and preparing the 202-2024 slate.

This year, I also appointed a Nominations Task Force to evaluate our process, especially in light of the increased use of electronic participation in membership organizations. Thank you to **Sarah Sanders**, Nominating Committee Task Force Chair and her task force members for their thorough work.

### 2. Finance:

The AMA Alliance Finance Council is one of the most active of our councils. They not only oversee the actual fiscal operations of our organization but also act to ensure the fiscal growth and stability for years to come.

This year, the Council did a stellar job providing continuity while we on-boarded a new management company and worked to mesh our operations with the new management company protocols. The Council was also forward thinking in their approach to the budget- knowing that funds spent by the AMA Alliance this year was an investment into our members and our organizational future.

While we did not fully finish all that was on our agenda, we certainly laid the groundwork for these important goals to move forward. First and foremost, we will work on the back end to streamline our budget line items for greater transparency and accounting ease. This year I appointed an Anniversary Billing and Autorenewals Task Force, chaired by Nancy Fody. Due to the priority of other work, the Task Force was not yet able to convene but will be ready to address their charge in July. The goal of this Task

# REPORTS

## PRESIDENT'S 2022-2023 REPORT & RECOMMENDATIONS: Jacqueline Nguyen, Esq.

Force is to implement an autorenewal option for those that join the AMA Alliance directly. Secondly, they are charged with doing a deep dive into the pros and cons of our current anniversary billing system.

Thank you to **Dave Street**, AMA Alliance Treasurer and the Finance Council members for being such good stewards of our organizational funds. Thank you not only for your fiscal responsibility, but also your open-mindedness and forward-thinking attitude that recognizes that we cannot save our way into growth. And thank you to **Nancy Fody** for accepting the Chair of the Task Force and her task force members for taking on this work.

### 3. Membership:

The membership council accomplished so much on the back end. They were first tasked with streamlining our membership categories. Then they took on the enormous task of working through the thousands of records we have to clean up our database. Working with AMC Source, the council removed duplicate records, recategorized members and reached out to have all active members update their profiles.

Then, through the Regional Representatives, they increased engagement with state and county alliances- using member and project spotlights in social media and through our LINK Newsletter. This increased communication allowed our representatives to not only stay in touch with state and county initiatives, but also encouraged them to participate in the many events the AMA Alliance hosted.

They continued with New Member Welcomes and completed three of our four stages of a Membership Renewal Campaign and completed two membership mailing campaigns:

- Stage1: Update Profiles for Active Members,
- Stage2: Renew Graced Members
- Stage3: Renew Lapsed Members
- Stage4: To Begin in July 2023-Prospective Member Lists

Thank you to **Ron Jagers**, Director of Membership and the Membership Council members for putting us on the right path to grow our membership.

### 4. Programs:

The Programs Council shifted this year as we implemented the Physician Family Experience Survey to help define programmatic priorities for the years to come. The beginning of the year saw the Programs Council host two All Member Gatherings- first focusing on the rise of fentanyl in our communities and the DEA One Pill Can Kill update. From that, they updated all our resources online and tied us to the latest information made available through the DEA and the AMA.

# REPORTS

## PRESIDENT'S 2022-2023 REPORT & RECOMMENDATIONS: Jacqueline Nguyen, Esq.

The Programs Council, also through their Advocacy & Legislation Committee, hosted a two-part series on legislation. First, a panel discussion regarding successful alliance advocacy models and secondly, the AMA legislative update from the hill.

The final culmination of awards review is the most wonderful way to celebrate the successes of this council and its members. Thank you Beth Irish for leading the Programs Council this year and thank you to each and every Program Council member.

### 5. Events:

The events council had to be the busiest this year than we have ever seen. Historically, the events council was dominated by the Annual Meeting. They also provided resources to the Regional Meetings. But this year, we also added into events All Member Virtual Gatherings as well as our two-leadership series, Board Boot Camp and Confluence 2.0.

And then there is the Annual Meeting. New city. New date. New hotel venue. And all coming together on an abbreviated 7-month timeframe. The events council and Annual Meeting Co-Chairs, **Amanda Baron, Barb Savage** and **Mary Beth Ellison** and the planning team pulled off a Herculean task of moving the annual meeting to a new city, new date and a new format of a virtual and in-person session. I am deeply indebted to Events Council Chair **Mary Beth Ellison**. She was appointed to chair this council and it is a true testament to her love of the AMA Alliance and dedication to team work that she agreed to take on such a large role. Never before in the history of the Alliance has a President served a full term and then returned to serve in such a large capacity. Thank you Mary Beth for your selfless service. And my deepest thanks to all the members of the Events Council that worked so very hard to bring these event ideas to fruition.

### 6. Communications:

Yet another superstar council. Communications is the backbone of our organization. They produce the LOOP and the LINK Newsletters to keep our leaders and members informed. They also create one of our most beloved member benefits- Physician Family Magazine!

This year, the Communications Council was the first to embrace a new approach in the AMA Alliance. We made an effort to centralize branding to flow from Communications so that there would be consistency in graphics and brand. That is why the “feel” of All Member Calls, Board Boot Camp, Confluence, Physician Family Experience Survey, the websites, etc. all are cohesive. They also tackled pursuit of social media to be on-brand as well in both appearance and content.

This too is a council that had no affiliated Director. Thank you to **Jayme Shelton**, who I appointed as Council Chair, who stepped up and knocked it out of the park. Thank you as well to each and every Communications Council member who worked tirelessly to engage our membership and bring the AMA Alliance mission to the public.



# REPORTS

## PRESIDENT'S 2022-2023 REPORT & RECOMMENDATIONS: Jacqueline Nguyen, Esq.

### Leadership Certificate Program

One of the most exciting developments this year was the creation of two webinar series that focused on training our next generation of leaders or giving a refresher course to all our leaders after many took a hiatus during the Covid-19 pandemic. This year, we created the AMA Alliance Leadership Academy Certificate Program. If you fulfilled three events, you would be eligible to be recognized as a member of the inaugural 2023 Cohort. These three events consisted of:

1. Board Boot Camp: Board Boot Camp Chairs **Rula Ali** and **Regina Stekevitch** were instrumental in bringing this idea to fruition. They both were the brave pioneers of our foray into webinars. The Board Boot Camp series itself was ambitious with a 6-module session but the event was an undisputed success and will be a base for core competency training for years to come. Thank you to these two incredible leaders and dear friends.
2. Confluence 2.0: Confluence 2.0 was exciting as it focused on growing individual skills for leaders in the 21st Century. Thank you to Chair **Alexis Boyden** who was a perfect person to bring this series of 4 modules for self-growth.
3. Annual Meeting Presenter: The final piece of our Certificate program requires attending the in-person session of the Annual Meeting with Dr. Robert Wicks. Dr. Wicks addresses audiences worldwide, and specifically counsels those who are on the frontlines of medical care. Once you see his session, you will understand why I chose this to be the final installment of a Leadership Certificate.

Deepest thanks to the Leadership Academy Certificate Program Chair, **Rula Ali** for so effortlessly navigating this new model.

### Management of the AMA Alliance

The AMA Alliance contracted with a new association management company at the end of June, 2023. Since the contract was signed immediately prior to the end of our fiscal year, the entire AMA Alliance leadership team was focused on transitioning all operations to an entirely new team and system. What is usually done in a 6-month transition time was done in less than 2 months. The new management company, AMC Source, has been a great partner to the AMA Alliance. **AMC Source** principals, **Debra Nolan** and **Gregory Brooks** have rallied their team to provide the AMA Alliance with the needed support to not only transition but to also adopt an ambitious plan of work for the year. Huge thanks to our key executive, **Jodi Licudine** and the marketing team assigned to the AMA Alliance and led by **Rachel Sheffer** for their support.

# REPORTS

## PRESIDENT'S 2022-2023 REPORT & RECOMMENDATIONS: Jacqueline Nguyen, Esq.

One of the key factors for choosing AMC Source was their familiarity with our Memberclicks platform. This has proven invaluable for us to make headway into the process of database clean up and management. We look forward to reassessing our operations and improving our processes in the coming year.

### The Physician Family Experience Survey

In 1999, the AMA Alliance partnered with Dr. Wayne Sotile to survey physician spouses about their experience in a medical marriage. The results were the basis of his book, *The Medical Marriage*. This project was revamped this year when the AMA Alliance launched the Physician Family Experience Survey project which was Chaired by **Kendra Harvey** in a small committee of two with her and **Beverly Kerbow**. Kendra and Beverly worked with **Dr. Wayne Sotile** and **Dr. Tait Shanafelt** to devise the questions and analysis for this survey. We are indebted to them for their expertise.

The results of the survey will be one of the most impactful tools we have developed to create future programming for the AMA Alliance. It was my pleasure to work on this project and kudos to Kendra Harvey and Beverly Kerbow on this huge achievement. Thanks also to **Beth Irish**, as Chair of the Programs Council. Thanks to the entire communications team with special thanks to **Ginger Allen** and Your Marketing Liaison, **Jayme Shelton** and **Donna Rovito** for their help in marketing and entry to various physician family communities. We look forward to Dr. Sotile's presentation of findings in Nashville at the Annual Meeting.

### The AMA

The most important relationship the AMA Alliance has- after our relationship with our members, is our relationship with the American Medical Association. The AMA and the AMA Alliance are strong partners. Having spent a year working with many departments of the AMA and with their key leadership, I am humbled that we are a partner to an organization that works so effectively to be a voice for medicine. We are grateful for the dedication and expertise of AMA physicians, leadership and staff.

I have also had the absolute pleasure of having conversations with Dr. Jack Resneck, AMA President about the partnership possibilities of our organizations. My travels also allowed me to see Dr. Mukamala, Dr. Harmon, Dr. Ehrenfeld and even do the cupid shuffle with Dr. Barbe!

I was very excited when the AMA launched its Physician Recovery Plan. I include that update in all my speeches when I travel and my message is simple- we are all stronger together and no other entity represents the physician voice more than the AMA. An example I use about the importance of

# REPORTS

## PRESIDENT'S 2022-2023 REPORT & RECOMMENDATIONS: Jacqueline Nguyen, Esq.

collaboration between Alliances and their respective medical societies and associations is the Recovery Plan Pillar focusing on Physician Burnout.

While the AMA looks at burnout from a clinical practice and physician lens, the AMA Alliance is focusing on the effects of burnout or job dissatisfaction at home and evaluating the issue through a family support lens. I believe this can be done similarly in addressing the opioid epidemic, the health crisis of isolation, mental health awareness, vaccinations, health equity and so much more. The AMA Alliance is the ideal partner to the AMA and we can leverage our resources and networks to elevate awareness together- from the clinical and from the community fronts.

### Our State and County Alliances

By my rough calculations, I would have traveled approximately 70,000 miles this year as President of the AMA Alliance. That would be the equivalent of 14 round trips from Las Vegas to New York. In many instances, I had less than 24-hour turnarounds between coming back from one state and headed out to another.

Ordinarily, Presidents will visit state alliances to perform an installation or give an AMA Alliance update. This year, I asked to visit states when they hosted events that were important to them. I was lucky enough to attend state Fall Focuses and Legislative Days. This was a fantastic opportunity for me to see what was important to our state alliances nationwide and see if there were cross collaboration opportunities for health issues states were focusing on such as sex trafficking, Narcan distribution, teen mental health and more.

I tailored each of my presentations to each state, to hopefully address the issues that would be important to them- such as networking, collaborations with your medical societies, membership recruitment, rebranding and reinvigorating, etc.

During my visits, I also had the pleasure to participate in the Annual Meetings for the state medical societies and associations. Tremendously impressive was observing these meetings in California, Texas, Massachusetts and others. The level of passion and dedication from these physicians is similar to those of physicians that attend the AMA Interim meeting or annual meeting.

State visits are still an important way to spread the word about the work of the AMA Alliance. We saw significant uptick in membership, online engagement, and willingness to serve after a state visit. To each of the states that I visited, thank you so much for your hospitality and your dedication. I left each visit reinvigorated, reenergized and recommitted to the AMA Alliance mission. I am grateful to each state who extended an invitation to the AMA Alliance and encourage states to continue to invite an AMA Alliance representative to visit you in the coming years.

# REPORTS

## PRESIDENT'S 2022-2023 REPORT & RECOMMENDATIONS: Jacqueline Nguyen, Esq.

### President's Recommendations

1. Clearly outline an AMCSource/AMAA volunteer delineation to create continuity.
2. Reinforce a management driven operational structure for management-specially to facilitate annual transition between leadership.
3. Finalize work for Auto Renewal and Anniversary Billing Task Force.
4. Continue to increase organizational transparency.
5. Create more clearly defined Leadership Development Programs and redefine scope of Nominating Committee as Nominating and Leadership Development Committee.
6. Revamp AMA Alliance nomination process to encourage transparency, clarity and accountability of the organization as well as the candidate.
7. Remove barriers for service while reinforcing a high level of performance for elected officers.
8. Re-evaluate financial obligations for volunteer service to remove barriers for participation.
9. Increase collaboration with affiliate organizations.
10. Create a permanent Non-Dues Revenue Committee.
11. Increase Collaboration and Partnership with the AMA.
12. Prioritize state and county Alliance benefits focus.
13. Create Task Force to fully explore and develop benefits for members at large.
14. Create and implement a member Code of Conduct and a possible Ombudsman process.

# REPORTS

## PRESIDENT ELECT'S 2022-2023 REPORT: Racheal Kunesh



What an amazing launch into our next 100 years! It has been a privilege to serve as the 2022-2023 president-elect for the AMA Alliance and to work alongside capable individuals who have shared their talent serving on the Board of Directors, Councils, Committees and Task Forces.

The primary role of the president-elect is to assist the president in ensuring that the policies and directives of the membership and the actions of the Board of Directors are carried into effect. It has been a pleasure to serve in this role with our dynamic President Jacqueline L. Nguyen. In our various road trips together, we have talked, brainstormed and debated nearly non-stop as we seek to create an ideation for the future of the AMA Alliance. The energy, enthusiasm and passion of the Board of Directors has made this year an enriching experience.

As an ex-officio member of all councils and committees, except the Nominating Committee, I have developed an appreciation for the challenges and opportunities presented in each of the councils and committees. With my roots as the director of the Communications Council and AMA Alliance secretary, I am so impressed with the growth, quality and level of professionalism across our entire organization.

Organizational efficiency has been a focus this year. As we examined our digital assets, we shifted to Google drive for the work of our various councils and committees and leveraged Dropbox for archival preservation of our digital assets. I hope to continue to employ my engineering mindset to further optimize our operations.

Connecting with members across the nation was food for my servant leader soul at the Western, North Central and Southern Regional meetings. I continue to be amazed by the time and incredible effort expended by our volunteers with the resulting accomplishments and impact on their communities.

I am excited to connect with our members in Nashville as we celebrate the 2022-2023 Alliance year. It is an incredible honor to serve as the 2023-2024 AMA Alliance president to continue our forward momentum.

# REPORTS

## FINANCE COUNCIL REPORT: Dave Street, Treasurer

### FINANCE COUNCIL REPORT

#### 2022-2023 Report

The 2022-2023 AMA Alliance Finance Council members include Dave Street, Chair (AMA Alliance Treasurer), Jacqueline Nguyen Lee (AMA Alliance President), Racheal Kunesh (AMA Alliance President-Elect), Mary Beth Ellison (Annual Meeting Chair), Nancy Fody, Rosemary Xavier, Martha Vijjeswarapu, and Sheridan Sheffield.

It was my pleasure to serve with these talented and caring people throughout the year. The Finance Council worked strategically with Officers and Directors of the Board to oversee the organization's finances. The Finance Council kept a close watch on all revenue streams, on all aspects of the organization's investments, and on all expenses the organization incurred. The Treasurer worked closely with the President as well as the association management company to ensure that records were kept appropriately, and that timely reporting of financial information was provided to the Finance Council and the Board.

#### **Income, Revenue, Transfers, and Restricted Funds:**

- Dues revenue is more stable as efforts to grow membership pay off
- Accounting for deferred dues, required according to an earlier audit, shifts accrued income forward
- Financial policies allow for limited transfers of funds from savings to be used for operations when necessary
- Restricted funds are held in savings but are earmarked for specific uses
- Some restricted funds were set aside by a previous board to provide funding for strategic focuses related to member benefits, member meetings, program promotions, program development, and program grants
- Funds from revenue, transfers, and restricted funds all provide for the operation of the organization and the accomplishment of strategic goals
- Development of an invoicing process to cover payment for purchases of items and ads continues to solidify this non-dues revenue stream for the future while the Finance Council develops other sources for non-dues revenue
- The Finance Council reviewed multiple financial statements on a monthly basis which allowed for the monitoring and comparison of income, expenses, and investments
- The Finance Council evaluated the cash flow position of the organization on a monthly basis to prepare for keeping adequate cash on hand

#### **Investments:**

- The Finance Council is tasked with overseeing the organization's investments with RW Baird Company while following the protocols set up in the Financial Policies
- The Finance Council reviews the make-up of the portfolio on a monthly basis
- The goal is to have a 70/30 mix of Equities and Fixed Income within a specific margin

# REPORTS

## FINANCE COUNCIL REPORT: Dave Street, Treasurer

- Enough cash must be kept on hand to provide for the ongoing operations of the organization when the checking account balance is low
- Dividends continue to grow and outperform the standard metric
- The portfolio overall outperforms expectations
- The main goal is to preserve our investment capital while generating sufficient income from investments to cover fees and provide funds for operations
- Currently, financial policies allow for 3% of the portfolio to be shown as income in the budget

### Expenses:

- Most expenses for the past three fiscal years have been lower than normal due to the impact of the COVID pandemic
- Top three expenses are fees for the association management company, annual meeting expenses, and expenses for the magazine
- Ongoing expenses were researched throughout the year for comparison to previous years, for comparison with other vendors, and for projection of future costs

### FY24 Budget:

- All Board members participated in the development of the FY24 Budget
- The FY24 Budget shows a small deficit
- Finance Council members worked throughout the year on aspects of the budget, with particular focus January through April with additional meetings, emails, and mockups
- Understanding that the budget is a tool, the Board crafted a budget that provides for the operation of the organization while investing in programs and projects that benefit members and that draws in new members
- There is a great need for focus on membership development, membership recruitment and retention, and marketing
- Technology is changing the landscape for volunteer organizations and the FY24 budget strategically funds the recruiting of new members through the use of these technological advances

### Contracts:

- The Finance Council reviews all contracts for the organization that have a fiscal component, including vendor contracts, affiliate contracts, and MOU's
- Some contracts are also reviewed by AMA legal

### Audit/Review:

- An audit was performed for FY20 by the accounting firm Jones, Maresca, and McQuade which resulted in the implementation of a process to calculate deferred dues on a monthly basis
- A review was recently completed for FY22 by the same firm in which the reviewer noted that there was nothing remarkable in our finances which would require action
- RFP's were sent out to begin the search for a firm to perform the audit/review over a three-year period

# REPORTS

## FINANCE COUNCIL REPORT: Dave Street, Treasurer

### **Financial Policies:**

- The Finance Council has been provided with current policies for review and consideration during the entire year
- Minor editorial changes were completed in August 2021
- Some changes to the Financial Policies were proposed in May 2023 to help with the efficiency of the organization's operations

Dave Street, Finance Council Chair (AMA Alliance Treasurer) 2022-2023



# REPORTS

## MEMBERSHIP COUNCIL REPORT: Ron Jagers, Director/Chair

### Council Members:

New Member Coordinator: Ann Sanford (MN)  
Regional Representatives Chair: Caryl Schmitz (PA)  
Jacqueline Prince (TN) Vrushali Daulat (NV)  
Libby White (TX) Elsbeth Chaney (SC)  
Karen Schroeder (NV) Meeti Nigam (NC)  
Bud Ranasinghe (MD)

### Regional Representatives:

Northeastern Region: Holly Mackley (PA)  
Northcentral Region: Shefali Purohit (IN)  
Southern Region: Cathy Chang (TN)  
Western Region: Kim Majetich (CA)

Marketing & Graphic Design: Jennifer Bruce (MI)  
Social Media: AMA Alliance Social Media Team

The Membership Council worked on many aspects of Membership this year. The goal of the council this year was to improve and enhance membership benefits and to encourage and motivate new member growth within our organization. This year's council brought in many individual talents and viewpoints. It was a privilege for me to serve side by side with these dedicated and passionate members.

Here are some of the accomplishments and activities of the 2022-2023 Membership Council:

\*\*Updated new member communications through the development of the 7-touch process. Seven points of communication were developed to reach out to new members:

- (1) New Member Notification and Welcome from the AMA Alliance.
- (2) Email from Ann Sanford, New Members Coordinator, welcoming new members and informing them of some of the benefits of being a member.
- (3) Email from Ann Sanford introducing and giving contact information for the Director of Membership, the Chair of the Regional Representatives Committee, and the individual's Regional Representative.
- (4) Email from Caryl Schmitz, Chair of the Regional Representatives welcoming them to the alliance and offering any assistance.
- (5) Email from the Regional Representative welcoming them, introducing themselves, and offering assistance.
- (6) Introducing and welcoming a new member through Facebook (social media).

# REPORTS

## MEMBERSHIP COUNCIL REPORT: Ron Jagers, Director/Chair

(7) Introducing a new member and their state identification to other members via the LINK. (This is to encourage other members from the same state or region to reach out to that new member.)

\*\*Worked with the new management company, AMC Source, during the transition period. Part of this process was to clean up Memberclicks and enable this program to function better for our needs. We also worked together to identify and solve problems that arose during the year with membership issues.

\*\*Reviewed the current membership levels and recommended changes to these levels to the Board of Directors. The levels were reduced from 8 to 6. This recommendation was reviewed and approved by the board. The new levels are as follows: Regular Member, Regular Member Couple, Early Career Member (this level includes Residents, Fellows, and physicians in the first three years of practice), Early Career Member Couple, Medical Student Member, and Medical Student Member Couple.

\*\*Developed, implemented, and completed a membership drive. This membership drive was aimed at active, graced, and lapsed members. The components of this project were as follows:

1. During the year, the social media team posted the 10 top reasons to join the AMA Alliance. One reason was posted each week throughout the year on Facebook and was included in the LINK twice.
2. During the year, the social media team posted monthly how to become a member of the AMA Alliance.
3. Included a request to all active members to update their personal information online. Emails were sent to all active members and appeared in the LINK monthly from December through May.
4. A Prop Fuel question was emailed to all graced and lapsed members (back to January 2020) asking why they had not renewed their membership and the reason.
5. Emails were sent out to all active members thanking them for their membership and announcing upcoming events.
6. Emails were sent out to all graced and lapsed members (back to January 2020) encouraging them to renew their membership and how we missed them. Upcoming AMA Alliance events were also included.

Postcards were mailed to graced and lapsed members (back to January 2021) encouraging them to renew their membership, letting them know that we missed them, and the advantage of having a physician family. This postcard was developed by the council and Jennifer Bruce and is sentimentally referred to as the “Bee” postcard. This postcard led with “What’s all the buzz about?” As bees and their hive need to be preserved and protected for pollination, we need you in the AMA Alliance to grow and protect our medical families.

# REPORTS

## MEMBERSHIP COUNCIL REPORT: Ron Jagers, Director/Chair

### **New Member Committee Report:**

Ann Sanford did an incredible job keeping up with all the new members that joined our alliance this past year. She ensured that all steps of the “7 Touch” process were completed for each new member. The steps were listed earlier in this report. Thank you, Ann, for an awesome job this year!

### **Regional Representative Committee Report:**

Caryl Schmitz chaired the 2022-2023 Regional Representative Committee. This committee is comprised of a chair and four regional representatives (Northeastern, Southern, Northcentral, and Western).

The Director of Membership along with AMAA President Jacqueline L. Nguyen and the Chair of the Regional Representatives Committee expanded the role this year of this committee and the regional representatives to include more and stronger communication to state and local alliances. A special thanks to Caryl, Holly, Cathy, Shefali, Kim, and Karen for an outstanding and dedicated job.

Listed below are some of the highlights of the accomplishments and activities of this committee.

1. Updated the Regional Representative job description/protocols.
2. Maintained and updated the State & Local Information Database.
3. Collected state and local alliance newsletters from their regions and forwarded them to the Chair and the Director of Membership for storage in google drive.
4. Kept regular communication with the chair and the state leaders/state ambassadors in their region.
5. Compiled and completed state/local activities report for their region each month.
6. After each meeting, the regional representatives updated all state leaders/state ambassadors regarding any new national alliance news and information pertinent to their state or local alliances. During the year, they continued to communicate pertinent information from the AMAA President, Director of Membership, or Regional Representative Chair. Examples of these communications included monthly All Membership Conference Calls, Boot Camp, Confluence 2.0, and the 2023 AMAA Annual Meeting. This committee hosted the September 2022 All Members Conference Call.
7. Initial and assisted in the process of appointing regional representatives and alternates to the 2023-2024 Nominating Committee.
8. Attended monthly committee meetings and Membership Council meetings.

**RECOMMENDATION FROM THE COUNCIL TO MEMBERS AT LARGE.** A request from several members was given to the council to review a name change to the Member at Large name. A name that would better describe and define the Member at Large relationship to the national alliance. The council reviewed and gathered information for changing this name. After much discussion, a recommendation was made to the Board of Directors to change the name to **National Member**.

# REPORTS

## MEMBERSHIP COUNCIL REPORT: Ron Jagers, Director/Chair

This recommendation was reviewed by the board. The board would like to hear from these Members at Large to survey the sentiment of this group before approving this name change. I encourage any Member at Large to reach out to the Director of Membership in person at the annual meeting or via email ([jagersronald@gmail.com](mailto:jagersronald@gmail.com)) or any member of the Membership Council and convey your approval, concerns, questions, etc. We want to hear from you!

# REPORTS

## Communications Council: Jayme Shelton, 2021-2022 Board Member

<b>Communication Council: Jayme Shelton (OK), Chair</b>	
<b>Kris Firth (OH)</b>	<b>General Editor</b>
<b>Sheridan Sheffield (UT)</b>	<b>Alliance in Motion Editor</b>
<b>Ginger Allen (FL)</b>	<b>AMAA Social Media</b>
<b>Jen Scerbo (OH)</b>	<b>AMAA Social Media</b>
<b>Rachel Kinker (IA)</b>	<b>AMAA Social Media</b>
<b>Debbi Ricks (CA)</b>	<b>AMAA Social Media</b>
<b>Kirby Sheridan (NC)</b>	<b>LINK Editor</b>
<b>Karen Begrow (MI)</b>	<b>Secretary/LOOP Editor</b>
<b>Donna Rovito (PA)</b>	<b>Physician Family Magazine/Social Media</b>
<b>Angelic Rodgers (AR)</b>	<b>Physician Family Magazine</b>
<b>Jennifer Bruce (MI)</b>	<b>Graphic Design</b>

### Physician Family - Alliance in Motion Magazine (AIM)

Physician Family operates to provide communications of interest to medical families across the country. Through Physician Family Magazine and its social media platforms, PFM communicates, informs, and connects medical families who need to know about how to thrive in the unique environment created by being a part of a family in which one of the members is a physician. This year included changes to the magazine masthead to combine the names and include the AMA Alliance logo on the cover. This allowed us to eliminate the interior cover and second table of contents. This change has allowed us to be more flexible with page count and reduce the cost of the design and printing expenses without reducing the content of the publication. The cost of paper and postage is an ongoing concern for the expense of this member benefit.

Opportunities - Future boards should work together to help identify potential advertisers to help offset the cost of this publication.

### LINK - LOOP

LINK provides monthly updates on the work of the AMAA to the general membership. It is sent out digitally and has a strong rate of readership, generally about a 45% open rate. Officers, directors, and committee chairs use LINK to get the message out to members about what they are doing to grow and connect the Alliance.

LOOP is an internal digital communication for AMAA leadership to provide information between councils and committees. It provides scheduling information, deadlines, and updates of importance. It is widely read and generally has higher than a 75% open rate.

Opportunities - Work with AMC Source to streamline the collection of submission and create a process for online submission of articles and graphics.

# REPORTS

## Communications Council: Jayme Shelton, 2021-2022 Board Member

### Social Media

Social Media encompasses the various platforms used by the AMA Alliance and Physician Family Media to promote the work of our organization. Social media platforms include public channels (Twitter, Instagram, Facebook) and the AMAA members only Facebook group and the Physician Family Community Facebook Group. The public Facebook, Twitter, and Instagram offers almost daily messages to promote the work of the Alliance, opportunities for service, and items of interest to the medical family.

By the Number as of May 4, 2022

Public Facebook Page

AMA Alliance - 1,915

Physician Family - 6,513

Facebook Groups

AMA Alliance - 418

Physician Family - 1,909

Instagram

AMA Alliance – 485

Physician Family – 111

Twitter

AMA Alliance - 717

Physician Family - 1,095

As of April 29 , 2023

AMA Alliance - 2,057

Physician Family - 6,726

AMA Alliance - 438

Physician Family - 1,859

AMA Alliance – 630

Physician Family – 162

AMA Alliance - 730

Physician Family - 1,078

**Opportunities** – Utilize video to convey short messages to members. Continue to find opportunities to coordinate with state, county, or other physician family groups to help amplify messages around important events (Physician Family Day, Doctors’ Day, Match Day, Etc.). Use Facebook Events to help connect with other groups. Develop a social media training to help identify various individuals that can help connect members and non-members.

Submitted by Jayme Shelton 2022-23 Communications Council Chair, 2021-2022 Board Member

# REPORTS

## Governance – Bylaws Committee Report:

### Governance-Bylaws Committee Report:

2022- 2023

Submitted by Karen Begrow (MI), Bylaws Committee Chair and Secretary of the AMAA

### Goal 1: Review and amend current governance documents to assure they are consistent with the bylaws.

The Bylaws Committee combed our website, google docs and dropbox to gather and organize all policies pertaining to the Procedure for National Personnel (PNP). We also asked for material that may have been saved on personal computers. The Bylaws Committee broke up into teams to organize all documents and create an appendix to the PNP. The appendix is called Section 8: Policies and Procedures Appendices. The PNP table of contents was also reviewed and updated. The Annual Meeting Committee asked us to review their recommendations for updates on the Annual Meeting Procedure. We did so, presented our determination to the BOD and a final document was created.

### Goal 2: Educate members on current bylaws and the process of submitting amendments for consideration through frequent communication in AiM and LINK

We began to share the process of submitting amendments to our bylaws in AiM and LINK in late 2022. Submissions from our membership were due to the Bylaws Committee by February 20, 2023. We began our frequent Bylaws Committee meetings to discuss these requests with the final goal of presentation to our membership by April 23, 2023.

### Goal 3: Propose amendments as appropriate to the current bylaws to be voted on at the 2023 Annual Meeting

The proposed amendments have been thoroughly discussed by our committee. Our recommendations have been reviewed by the AMA and the AMA Alliance Board of Directors. The final proposed amendments have been released to AMA Alliance members and will be presented for approval at the virtual business portion of the Annual Meeting on May 23 and 24, 2023. It is the recommendation of the Bylaws Committee for the year 2023-24 that the name MAL members be changed. The Membership Council supports this recommendation. My heartfelt thanks go to the Bylaws Committee for their hard work during countless hours of zoom meetings. I would like to recognize the following members: Nancy Fody (MI), Dinah Goldenberg (NV), Lucia Missall (NV), Ruth Ryan (KY), Clara Sumeghy (MI), and ex officio members Racheal Kunes (NC) and Jacqueline Nguyen (NV).

# REPORTS

## Governance – Nominating Committee Report:

**Governance—Nominating Committee Report: Heather Rifkin (MS)**

**Immediate Past President/Chair**

**North East Region Representative: Caryl Schmitz (PA)**

**Southern Region Representative: Lib Orr (SC)**

**North Central Region Representative: Grace Wellman (SD)**

**Western Region Representative: Sibyl Noble (UT)**

**Elected Members-at-Large: Danita Horne (MS) & Jana Wolfe (MO)**

My heartfelt thanks and gratitude to each member of the nominating committee. It has been an honor and privilege to serve alongside these wonderfully supportive and knowledgeable individuals. Their respect for the process and contributions to each aspect of this committee operations were vital and much appreciated.

To begin the process, all committee members signed a confidentiality agreement and reviewed the current AMA Alliance Bylaws, Procedure for National Personnel and Annual Meeting Procedure. This baseline served as a foundation for evaluating qualifications and eligibility for the positions along with a brief review of the process. We determined our theme, graphics for promotion and tagline to begin. Following this decision, we embarked on reviewing and updating the webpage to reflect this year's process and deadline. As a suggestion for the future, the committee felt that a webpage standard should be created, by a marketing expert, that would require minimal update from year to year. This would afford the committee more time to focus on other pertinent matters. All forms and the webpage were ready by mid-December of 2022 and nominations for both the AMA Alliance Board of Directors and Governance Council Nominees were open until February 28th, 2023 at midnight eastern. Ultimately the Governance Council Nominees deadline was extended until April 6th, 2023 at midnight eastern.

The committee worked diligently to promote these service opportunities via social media posts, LINK articles, LOOP messages and hosting an all member call on January 26, 2023. In addition, a member of the nominating committee addressed each committee and council, during their monthly meeting. The deadlines and process were reviewed, for those currently serving, in an effort to encouraged them to consider future volunteer options within the organization. Personal interviews, via ZOOM, were conducted with each candidate applying for a board of directors' position, during the month of March. Following policies, the slate was presented by the April 1st, 2023 deadline, to the current AMA Alliance Board of Directors and the membership.

A suggestion for moving forward, from this committee, would be to form an independent task force to create a historical record of all volunteers for each AMA Alliance fiscal year. To define independent, the task force would be comprised of individuals not currently serving on the nominating committee or planning to submit their name for board of directors' service in that particular fiscal year. This record would include board of directors, all committee and council members and any appointed positions. This archived information would be invaluable to future nominating committees.

In accordance with the current AMA Alliance Bylaws, nominations from the floor at the Annual Meeting shall be in order for the following.



# REPORTS

## Governance – Nominating Committee Report:

Incoming officers up to election, provided that a willingness to serve form has been submitted to the Nominating Committee chair by the time of the nomination. Up to four (4) elected members for the Bylaws Committee and two (2) at-large members of the Nominating Committee, provided that written consent of any individuals nominated has been secured and submitted to the current chair of the Nominating Committee by the time of nomination.

### 2023-2024 Board of Directors: Slated Candidates

The AMA Alliance Nominating Committee is proud to announce the following slate of candidates for the upcoming Board of Directors, 2023-2024:

President-Elect: Patricia A. Klettke (UT)

Secretary: nominations from the floor will be in order at the annual meeting

Treasurer: Nancy Fody (MI)

Director: Ron Jaggars (SC)

Director: Beth Irish (OR)

Director: Kirby Sheridan (NC)

Director: Rick Knapp (OK)

These candidates will be up for election at the Annual Meeting and, if elected, will serve alongside the already elected board members:

President: Racheal Kunesh (NC)

Immediate Past President: Jacqueline Nguyen (NV)

### Bylaws and Nominating Committee Candidates

2023-2024 AMA Alliance Regional Representatives to the Nominating Committee:

North East Region Representative: Donna Rovito (PA)

Southern Region Representative: Elsbeth Chaney (SC)

North Central Region Representative: Gillian Waltman (MO)

Western Region Representative: Sheridan Sheffield (UT), alternate Kim Majetich (CA)

These representatives have been selected by their regions and will serve alongside the two (2) at-large members elected by the membership.

2023-2024 AMA Alliance Nominees for Nominating Committee

Dave Street (GA)

Sue Muallem (MI)

2023-2024 AMA Alliance Nominees for Bylaws Committee

Elizabeth "Libby" White (TX)

# REPORTS

## Governance – Nominating Committee Report:

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2023-2024 AMA Alliance Nominees for Bylaws Committee

Elizabeth “Libby” White (TX)

# REPORTS

## Programs Council: Beth Irish, Director

This year the committees under the heading of Programs Council included Physician Family Health & Wellness, Health Initiatives, Legislation & Advocacy, Online Academy, Project Bank, and Awards. The chairs received specific directives from President Jacqueline Nguyen Lee about tasks and goals to achieve during their 2022-23 year.

As Director, I am tasked with oversight and providing support and guidance to the folks chairing these various and dynamic groups.

### Health Initiatives: Beth Junewick (MI), Chair

**Members:** Jackie Alford (IL), Aroona Dave (KY), Margaret Igne (MA), Sana Saleh (MO), Laura Pinto (NV), Janice Stachowiak (TX)

During the early months of this committee's work, they were focused on discussion and writing articles, primarily on physician suicide, and on the Fentanyl and drug overdose issues. Posted to our website in December was an initiative and link to the *988 Suicide and Crisis Lifeline* spearheaded by Laura Pinto.

In January, some members of the committee worked to develop new ways to share specific links and info to our AMAA website. These ideas will be updated onto our website, in May, in conjunction with AMC Source, our management company.

Sharing of the Drug Overdose Epidemic website with the AMA has allowed us to have more current and relevant information available. These materials are kept updated by the Advocacy Resource Center at the AMA. <https://end-overdose-epidemic.org/>

S.A.V.E. items available on the website have been ordered by 2 different county Alliances this year.

### Physician Family Health and Wellness: Kendra Harvey (TX), Chair and co-chair Beverly Kerbow (TX)

Wayne Sotile PhD, and his family have been contributors to physician family wellness for over forty years and have a long-standing relationship with the American Medical Association (AMA) and American Medical Association Alliance (AMAA). In 1999, Dr. Sotile partnered with the American Medical Association Alliance (AMAA) to evaluate physician marriages, their partners, and life in medicine.

Working in collaboration with Dr. Sotile and Tait Shanafelt M.D., this PHFW team has revised the original 1999 survey and distributed it digitally through member and vetted non-member channels as the **AMA Alliance Physician Family Experience Survey**. Open from March 27 thru April 24, 2023, the survey yield is 1757 respondents. The data will be compiled, analyzed, and summarized. The results of this updated survey will contribute greatly to program development as we go forward.

"The 1999 partnership between the AMA Alliance and the Sotiles provided critical insights into the unique dynamics of a medical marriage. With the radically changing face of medicine today, it was time for us to take the pulse of the priorities and challenges of medical families of the modern age. The AMA Alliance is committed to providing resources to physician families nationwide and this new survey will provide key indicators of how-to best tailor these resources to fit the needs of our membership. We are excited to launch such an important project." – Jacqueline Nguyen, AMA Alliance President.

At the invitation of the AMAA President, Jacqueline Nguyen, Dr. Sotile has accepted an invitation to speak at the Alliance's 2023 Annual Meeting in Nashville to present the findings of this updated survey.

# REPORTS

## Programs Council: Beth Irish, Director

### Legislative Committee: Beth Irish (OR), Chair

**Members:** Kathy Harter (OH), Merrilee Gober (GA), Angela Ladner (MS), Raelene Blocker (UT)

General meetings of this advocacy minded group involved discussions of initiatives underway in their individual states; all agreeing that comparisons (and similarities) are solid ways to grow your own knowledge and toolkit.

January 19, 2023, showcased Cynthia Brown, AMA's VP of Government Affairs. This was a Zoom meeting open to Alliance (and non) members and spouses to receive a "Washington Update". She covered the legislative and administrative priorities facing physicians and medicine at the federal level. This webinar is available on our website for review by members. Committee member and representative to the AMA Council on Legislation (COL), Merrilee Gober developed a follow-up questionnaire that was digitally distributed in the week following. It included important advocacy links.

An All Members Call on February 8, 2023, featured representatives from 3 states with active Alliance programs for their state's legislative work. Those states were led by Kirk Doan (MO), Embarina Betzle and Jan Utter (MI) and Jenny Shepherd (TX). A varied and highly informative panel presentation was followed by a lengthy Q & A with attendees.

Andrew Wankum, Ass't Director, Congressional Affairs, AMA met with this committee and invited guests for a 90 min. session addressing issues of organized medicine and the legislative priorities of the AMA. This video from 4/12/23 is available for viewing by members.

Legislation and advocacy committee members contributed to all issues of the monthly LINK and to the AiM publications.

### Project Bank: Barbara Savage

During the fall months, she reviewed and updated present materials available in the "bank" which date back to 2014. Secondary to decreased bandwidth, this energetic and knowledgeable member was moved to the Annual Meeting (AM) team.

### Awards: Jacquelynne V. Prince (TN)

**Members:** Jackie Alford (IL), Beth Peterson (TN), Karen Begrow (MI), Kathy Johns (FL), Mary Shuman (MO).

Meeting via Zoom and by email movement, this group effectively chose 5 winners from the 12 submissions that were received using specific guidelines that are a part of this project. The categories for Awards and the guidelines for submissions and judging are listed on the public website under the blue drop down tab labeled National Alliance.

The winners for 2023 are listed in e-Binder \_\_on pg.\_\_ (of \_\_this Program book).

# REPORTS

## Events Council: Mary Beth Ellison, Chair

The members of the Events Council operated very efficiently this year. Each little part of the Council had their set job to do and ran with it. Even when their “job” was complete they were there to offer advice and help when needed. For convenience we texted each other as we found that worked best. They would receive a text that said: “go read your email” when I had just too much to say!

This year there was a new Leadership Certification Program that took us into learning something beyond what we already knew: having webinars, videoing talks, live talks and Q&A, all type of communicating and arranging of speakers, working with our AMC Source (management company) to be a part of the webinar process. This was an experience to be passed down for the Alliance to continue with and evolve to make it the best it can be. The aim was for professionalism and meeting the needs of our members both as alliance members and as individuals. We accomplished that.

The ideas and the independent work of all the individuals really added to the cohesion of this group. It was such a pleasure to work with such dedicated, experienced, educated and fun individuals. I would like to give a big shout out to the following individuals who contributed their talents this year: Rula Ali (MI) and Regina Stetkevich (TX) Board Boot Camp; Alexis Boyden (MI) and Emma Borders, AMAA Past President, (LA) Confluence 2.0; Amanda Baron (TN) and Barb Savage (NC) Annual Meeting; Jo Terry, AMAA Past President, Bonnie Ng (NV) and Kathy Johns (FL) all working with the Annual Meeting.

The AMA Alliance had their Centennial Celebration at the Annual Meeting in Chicago, June 2022. Even though the event happened last year there were still things that needed closure and reconciliation. The bills, communication articles and making sure the budget was reconciled. Committee members from last year continued on this year through September to see that this would happen, and it did. A big thank you to: Mary Beth Ellison (OH) Chair, Emma Borders AMAA Past President (LA), Gretchen Dupps (OH), Jean Hill AMAA Past President (MS), Debbi Ricks (CA), Sarah Sanders AMAA Past President (OH), Nancy Schneider (CA), Jo Terry AMAA Past President (TN), Rosemary Xavier AMAA Past President (FL). Here’s to the next one hundred years!

### Regional Meetings

The AMA Alliance currently is divided into four Regions: North East, North Central, Southern and Western. If you are curious to which region you are in, please check the website under the “About Us” section and hit the “State and County Connections” tab. <https://amaalliance.org/state-and-county-connections/>

The three Regions having meetings during the 2022-2023 year were:

- Southern: Oklahoma City, OK March 30- April 1, 2023
- North Central: Fort Wayne, IN October 14-16, 2022
- Western: San Diego, CA September 7-11, 2022

# REPORTS

## Events Council: Mary Beth Ellison, Chair

As of this printing there have been no meetings officially scheduled for next year. This does not mean that there will not be any. The Regions will be getting together during the Annual Meeting to discuss this. Watch your AMA Alliance communications for any information regarding future Regional Meetings.

A request has gone out to the chairs of the meetings this year to ask for feedback, pros/cons and information that can be used to better help the AMA Alliance help and collaborate with the regions on their future meetings.

### All Member Calls

Six All Member Calls were held by ZOOM this year.

- 9/29/22, Checking the Pulse of the AMA Alliance: AMA Alliance Regional Representatives
- 10/11/22, Launching Your Alliance Drug Education Program: Dan Neill, DEA High Intensity Drug Trafficking Areas Midwest; Rogeana Patterson-King, DEA St. Louis Division
- 1/19/23, AMA Washington Update for 2023: Cynthia Brown, AMA SR VP Governmental Affairs
- 1/26/23 Find Your Perfect Fit: Heather Rifkin AMAA Immediate Past President/Nominating Chair and the Nominating Committee
- 2/8/23, Activate Your Legislative Advocacy: Embarina Betzle (MI), Kirk Down (MO), Jenny Shepherd (TX), Jan Utter (MI)
- 3/26/23, All Things You Need to Know about the Annual Meeting: Amanda Baron & Barb Savage, Annual Meeting Co-Chairs; Mary Beth Ellison, Events Council Chair and AMAA Past President; Ruth Ryan, Parliamentarian; Nancy Fody, Bylaws Committee

Meetings were well attended with an average of 53 participants.

Our Leadership Certificate Programs of Board Boot Camp and Confluence 2.0 also took place via ZOOM during the year which added another four days of learning opportunities for everyone, two days in December 2022 and two additional days in February 2023.

### Board Boot Camp: Rula Ali (MI) & Regina Stetkevich (TX), Chairs

The AMA Alliance tried something new this year, a Leadership Certificate Program, consisting of Board Boot Camp, Confluence 2.0 and the Annual Meeting. Members attending all three parts are being recognized at the Annual Meeting.

Board Boot Camp was intended for all county, state and national members. Board Boot Camp teaches you how to be a better board member by gaining expertise from professionals who will define the fundamentals of non-profit board service.

Board Boot Camp took place December 1st and 2nd, 2022 via ZOOM webinar. Members were encouraged to sign up even if they could not attend as they would have access to the recordings. After the 2023 Annual Meeting the recordings will be added to our Online Academy for all members to access.

Alliance members Rula Ali (MI), and Regina Stetkevich (TX), did the behind the scenes work, recorded speakers, introduced speakers and moderated Q&A after the speaker presentations.

# REPORTS

## Events Council: Mary Beth Ellison, Chair

### Day 1:

- Board Member 101: Board member fiduciary duty and governing documents presented by James Provenza, JD, CPA
- Efficient Organizations: Board, Committee and Task Force roles and responsibilities presented by Scott Emerson, former CEO Red Cross Southern Region and United Way Southern Nevada
- Effective Board Meetings: How to run a meeting, put together an agenda and basics of parliamentary procedure. Plus, basics of minutes and record keeping. Presented by Susan Bailey M.D., Past AMA President

### Day 2:

- Creating a Focused Board: Aligning board governance with strategic plans and goals. Presented by: April Mastroluca, JD
- All About Money: How to put together a budget and read monthly financials. Presented by: Lisa Marburger, MBA
- Tips and Tricks for board member success. Presented by Emily Young, PhD, Executive Director of The Nonprofit Institute at the University of San Diego

Feedback from members attending Board Boot Camp was positive. As this was our first time recording speakers, having live speakers and running a meeting of this magnitude we learned a few things to improve upon for our next event, Confluence 2.0.

### Confluence 2.0: Alexis Boyden (MI), Chair; Emma Borders (LA), Historian

Part two of the Leadership Certificate Program, Confluence 2.0 was held February 23rd & 24th, 2023 via ZOOM webinar. Confluence 2.0 was designed for “Building Your Personal Leadership Skill Set”. We are all involved in activities outside the Alliance, Confluence 2.0 was designed for you, to help enhance your leadership skills.

Alliance member Alexis Boyden (MI), did the behind the scenes work with the speakers, introduced the speakers and moderated the Q & A after speaker presentations.

### Day 1:

- The LinkedIn GLOW UP: How to Create a LinkedIn Profile That Gets Views. Presented by: Portia Obeng, social media strategist
- Impactful Speaking: How to be Calm, Confident, and Compelling. Presented by: Amy Ayoub, creator of The Zen Speaker, a public speaking company
- On Camera Confidence. Presented by: Maria Ngo, award winning TV host, co-producer and media coach

### Day 2:

- The Maxwell DISC Method-Finding the Pattern to Connection. Presented by: Ed Segalla, an Executive Director with the Maxwell Leadership Team

After review of Board Boot Camp with its use of taped and live presentations it was decided to have Confluence be live. We had control of the technical side of things, we just needed to make sure the speakers had good internet connection! We were fortunate to be able to have all speakers' schedules work for the live presentations.

# REPORTS

## Events Council: Mary Beth Ellison, Chair

A survey was sent to the attendees afterwards. Preliminary results show a very positive response. See the June LINK article for more about the survey.

Like Board Boot Camp the recordings for Confluence 2.0 will be uploaded to our website sometime after the 2023 Annual Meeting.

### Annual Meeting: Amanda Baron (TN) & Barb Savage (NC): Chairs

This year the Annual Meeting will be held in two parts. A Virtual portion Mary 23rd & 24th and an in-person portion in Nashville, TN June 2nd to 4th, 2023. Meetings are changing and evolving, and the AMA Alliance is trying to best meet the needs of its members. Meeting chairs, Amanda Baron and Barb Savage have been working non-stop and closely with AMA Alliance President Jacqueline Nguyen and President-elect Racheal Kunesh to have the best meeting possible.

The list of topics/speakers for both meetings is inspirational and educational.

Virtual:

- Since Dreamland: The Rise of Fentanyl, speaker: Sam Quinones author of *Dreamland* and his most recent book *The Least of Us: True Tales of America and Hope in the Time of Fentanyl*
- Corporate Partnerships in Philanthropy, speaker: Zander Lurie, CEO Momentive (formerly SurveyMonkey)

In Person:

- How You Leave Them Feeling, speaker: Jesse Ferrel, JessTalk speaking & Coaching, Founder & Author
- Opioid Czar: A Personal Account Battling the Opioid Epidemic, speaker: Stephen Lloyd, MD
- Results of the Physician Family Experience Survey, speaker: Wayne Sotile, PhD, Founder: Sotile Center for Resilience
- The Simple Care of a Hopeful Heart, speaker, Robert J Wicks, PhD, expertise is prevention of secondary stress, author
- AMA Update and Installation of Rachael Kunesh as AMA Alliance President, speaker: AMA President-elect, Jesse Ehrenfeld, MD, MPH
- Installation Speaker: Barbara Churchill, Master Certified, Executive Coach

The move to Nashville for the AMAA Annual Meeting was a new undertaking. New hotel, new contracts, a virtual and in person meeting and some additional changes during our stay. The meeting has a little later start in the morning and for the first two days instead of breakfast there will be working lunches which will enable members to learn more about what's going on with alliances across the country and to network with each other. Also new are the welcome reception, rooftop reception, Ambassador dinners, and additional speakers for the meeting. We will end the meeting with our installations, breakfast and special speakers.

The website with all the Annual Meeting information has been redesigned to a cleaner streamlined appearance. Much easier to follow and get information. The tentative agenda was posted earlier to give members an idea of what was going on and as speakers and more information became available it was posted. The website was a working document. A FAQ section and a things to do in Nashville section was added for those wanting answers and things to do. AMC Source, our management company, has taken a bigger role with the Annual Meeting by helping with our website, registration and doing the e-binders this year.



# REPORTS

## Events Council: Mary Beth Ellison, Chair

Our Communications Council worked closely with the Annual Meeting chairs this year supplying them with added help. They were a vital part of the planning and were able to be involved doing what they do best. Kris Firth took over doing the program book and Council Chair, Jayme Shelton and the rest of communications took care of marketing, social media, LINK and whatever information needed communicating. The Annual Meeting was well branded with its wonderful graphics thanks to Jennifer Bruce. Jennifer also supplied the graphics for all of the Leadership Certification programs, and our Member calls giving the AMA Alliance a professional look.

Jo Terry, AMA Alliance Past President from Tennessee, took on organizing members from the Tennessee alliances to help with registration, plan, decorate and do the local shopping. I cannot thank them enough. The work our chairs Amanda Baron and Barb Savage have done in planning this meeting is unsurmountable, too many things to list! They deserve a big thank you when you see them.

Not saying the meeting was perfect but what worked and was didn't will be noted and recommendations will be made after the meeting when a full report will be made.

### Recommendations:

#### All Member Calls:

- Should have a committee and/or a chair to work on the schedule for the year, work with getting all the information needed to the correct places: communications, management company, councils.
- This year worked out well, but the majority of the work fell on the president, and this should not be a president's task. This would be an ideal position for someone who likes to have things organized, planned and can delegate when needed. This can be done on the members' own time schedule. If you work but would and can't make regular meetings this could be a job for you.

#### Regional Meetings:

- After reports come back from the Regions having meetings during 2022-2023, suggest a task force/committee of representatives from all the Regions with Events Council Director/Chair to discuss findings from reports. Looking into feasibility and frequency of meetings, costs, number of states with available alliances able to host meetings, volunteers, etc.

#### Board Boot Camp:

- Promote once the recordings are uploaded to Online Academy. Since we have learned about recording webinars this year some of the recordings may need to be updated for better quality. Could have an All Member Call for ones that we think may need rerecorded

#### Confluence 2.0:

- Continue with this platform in some form next year. Very engaging to members who seemed to really enjoy and want to have more. Consider promoting earlier to the public for non-dues revenue.

#### Annual Meeting:

- Continue with the virtual portion of the meeting but include the nominations and elections as part of the virtual meeting. There are costs and family events that limit our pool of candidates by not being present at the annual meeting to be elected. If we want the younger members to be involved, we have to allow for some concessions.

# REPORTS

## Events Council: Mary Beth Ellison, Chair

- There is still a cost to the Annual Meeting even though we moved it outside of Chicago. Hotel and transportation costs have risen, speakers cost money no matter how many people are in the audience, audio visual is an ever-increasing cost. The costs just keep going up as we try to keep them down for our members. Thus, the need for an increased effort in non-dues revenue for the Annual Meeting. The attempt was made this year but since finding the hotel and getting a signed contract took longer than expected we ran out of time to give it a real chance.
- One way to help with this is to have the contract for the upcoming meeting and annual meeting chairs selected prior to that year's meetings or immediately after the meeting. There would be more time to work on getting sponsorships and planning budget costs for the meeting.
- Have Early Bird Registration last for a shorter time then there will be more regular registration funds (unless everyone signs up even earlier!).
- Possibly combine the in-person part with a regional meeting. This would combine resources of the AMAA and the region for a cost savings.

# REPORTS

## AHEI Report: Nancy Schneider (CA), Board of Trustee Chair

AHEI will start its twelfth year this June, AHEI (Alliance Health Education Initiative) is a partner to AMAA and the nonprofit arm of the organization. As a nonprofit, AHEI can raise funds and except tax deductible donations. The monies raised are then given to organizations that do health education projects in the form of grants. The grant season runs from January 1 to February 28 each year. This past cycle twelve grant applications were received and reviewed by Susan Bjorklund and her committee. This year the grantees are:

**Healthy Schools of Oklahoma, “Healthy Schools Oklahoma: School Expansion”**

**Fort Wayne Medical Society Alliance, “NARCAN individual Pouches Community Harm Reduction”**

**Nueces County Medical Society Alliance, “Promoting Literacy & Healthy Habits in our Adopt-A-School”**

**Nevada State Medical Association Alliance, “Adult First Aid/CPR/AED Certification”**

Grow the Grants is one way to have each grantee earn more money for their project. How does it work? Each organization will have a page on ahei.org. Go to the project you like and wish to support and vote. A vote is a donation to that project and the one receiving the most votes will be given an extra \$500 and the others will receive 10% of what they raise. The remainder of the funds will go back into the grant fund for future funding. Look for posts on AHEI Facebook and Instagram ( thank you Jana Wolfe and Donna Rovito) for more information.

The board and committees kept busy with two other fund raisers this year- a virtual Walkathon in the Fall- which we do again this coming fall and Spread the Love. Spread the Love was new this year; for a \$25 donation to AHEI you received a packet of cards designed by Jennifer Bruce that could be used for multiple occasions- Valentine’s Day, Thank You, Just to Say Hello and more. Initially we were only going to run this campaign in February but have since decided the cards could be used year-round and therefore you can get your packet anytime. Suzanne Manning and the fundraising/communications committee are already at work for the coming year.

The strategic plan was updated and by-laws and policies reviewed. The 2023-24 budget was developed by treasurer Ann Anderson and committee and Julie Newman and committee presented a slate:

**Chair**

**Vice-Chair**

**Secretary**

**Treasurer**

**Past Chair**

**Board of Trustees**

**Board of Trustees**

**Suzanne Manning**

**Kathy Johns**

**Ann Sanford**

**Julie Newman**

**Nancy Schneider**

**Pubudu (Bud) Ranasinghe Term 2023-2026**

**Jana Wolfe Term 2023-2026**

# REPORTS

## AHEI Report: Nancy Schneider (CA), Board of Trustee Chair

I would be remiss if I did not thank the entire board and committees for their work and commitment to AHEI. We continue our association with Next Wave Group as our management company and thank you to Pat Troy and her employees for assistance and guidance.

As with every board, we are always looking for new board and committee members. If you are interested or would like more information, reach out to me [2schneiders@comcast.net](mailto:2schneiders@comcast.net).

**Congratulations again to the 2023 grantees and the 2023-24 slate of officers.**

**Nancy Schneider  
Chair 2022-23**

# REPORTS

## AMA Foundation Report: Dave Street, AMA Alliance Treasurer

I have had the privilege of serving on the AMA Foundation Board of Directors as the AMA Alliance representative for the past two years. This past year, I have served the AMA Foundation on its Finance Committee, its Program Committee, and its Institutional Development Committee. I also chaired the Audit Committee. The AMA Alliance has a relationship with the AMA Foundation that now stretches over eight decades. Together, our two organizations have raised funds for medical education and research to improve the health of America. The Alliance has donated more than \$70,000,000 to the AMA Foundation since it was started in 1950.

The AMA Alliance continues to support the work of the AMA Foundation by supporting scholarships and by service on the AMA Foundation Board. In fact, two former AMA Alliance presidents have served as President of the AMA Foundation Board. Congratulations to Jean Howard and Sarah Sanders. Also, currently serving as the Secretary for the AMA Foundation Board is AMA Alliance past president Mary Beth Ellison. I would like to express a profound thank you to all of the members of the AMA Alliance who have served on the AMA Foundation Board in the past and to those who have contributed to the AMA Foundation to support its ongoing work

The AMA Alliance has always supported medical school scholarships. In 2008, the AMA Grassroots Honor Fund was established as part of the AMA Foundation's Physicians of Tomorrow scholarship program and as part of the AMA Alliance's continued efforts to support the work of the AMA Foundation. In 2014, this program was fully endowed at the \$250,000 level. The first \$10,000 scholarships were awarded in 2015. A total of ten \$10,000 scholarships have been awarded to date. The scholarship is available to medical students entering their fourth year that have shown an interest in focusing on women's and children's health. The 2023 scholarship recipient will be announced later in June.

You can find information about the AMA Alliance scholarship on the AMA Foundation website under the Physicians of Tomorrow Program. Your contributions to our Grassroots Honor Fund are always welcome and a great way to honor someone special to you. As our fund continues to grow, we may get to the point where we are able to give more than one scholarship in a year, so keep the AMA Alliance Grassroots Honor Fund in mind for future donations. Go to <https://amafoundation.org/donate/>

The AMA Foundation is not just about scholarships. The Foundation sponsors the Leadership Development Institute, a program for fourth year medical students seeking leadership education/experiences. In addition, the Foundation was instrumental in creating the ground-breaking LGBTQ+ Fellowship Training Program at the University of Wisconsin (Madison) School of Medicine which will seek to improve medical care in this underserved population. Community grants are available through the Foundation to further the mission of the AMA/AMAF with community help for hypertension and diabetes, two common chronic diseases. The AMAF also awards grants for areas of our country that are impacted by disasters.