Centennial Celebration: The 2010s

By Cami Pond, AMA Alliance past president, Centennial Celebration Committee co-chair
camipond@aol.com

So now, we are up to the 2010 decade! As we enter into another new year, it is fitting to look back and reflect on our extraordinary accomplishments during this decade. The organization embraced change and transformation during these years. For me, it has always been about “making a difference” in our counties, states and country. The many, many meaningful projects undertaken, the friendships made, the networking and the commitment to improving the health of communities across this great nation continue to inspire me! I think that I can speak for each of the presidents of this decade in saying that we are indeed grateful for the opportunity to have served the Alliance; we share quite a legacy.

First Annual Physician Family Day, Atlanta Georgia

Kim Moser interview US Surgeon General Dr.Jerome Adams, 2018

Donna Rovito, PA, Editor in Chief, debuts Physician Family Magazine, 2014
So it is with great pride that I present to you, our devoted members, another decade in the history of our AMA Alliance illustrious past as we soon look forward to celebrating a century of "Making a Difference: 1922-2022. I truly hope that you will attend the festivities in Chicago on Sunday, June 12, 2022.

**2010-2011:** President Susan Todd (TX) changes the Alliance focus to reflect and embrace medical families from residency to retirement, and also promotes this philosophy in leadership training.

**2011-2012:** President Emma Borders (LA) leads the Alliance in a difficult transition year from working with long-time office staff (located in the AMA building) to interviewing and employing an association management company. External communications, the LINK and *Alliance in Motion* (AiM), are published. The AMA Alliance 90th Anniversary is celebrated at the 2012 Annual Meeting.

**2012-2013:** President Pat Hyer (TX) restructures staff and employs an association management company, the Next Wave Group, led by Executive Director Pat Troy, to manage our organization. The first order of business is to systemize and update our database. The AMA Alliance Board of Directors launches the Alliance Health Education Initiative (AHEI), a 501(c)(3) organization providing grants for health projects.

![The 2010's 90th Celebration 2012 Past AMA Alliance Presidents in Attendance](image)

Nita Maddox, Patti Herlihy, Jean Hill, Dianne Fenyk, Gay Bowman, Mary Ellen Vaughan, Ann Hansen, Jean Howard, Susan Todd, Susan Paddack, Colleen Adams
2013-2014: President Jo Terry (TN) unveils the first issue of the exceptional *Physician Family Magazine*, focusing on the needs of physician families and not on organizational affairs. Editor-in-Chief Donna Rovito debuts the magazine in June 2014 at the Annual Meeting. This new magazine ranks #1 among the accomplishments met this year! Attendees at the Annual Meeting meet the challenge to complete funding to permanently endow the Grass Roots Honor Fund with plans to award the first scholarship in honor of John Lovin. New regional meetings expand outreach to members in other areas of the country. AHEI forms their board of directors as the next step in a newly formed nonprofit organization conceived in 2012. The AMA Alliance Board of Directors works diligently to enhance the organization’s relationship with the AMA and receives generous funding from the AMA to sponsor nationally recognized speakers Dr. Wayne and Mary Sotile. President Terry and the board of directors ease the transition out of the Chicago office through an excellent working relationship with Next Wave Group’s Pat Troy, archiving many historical Alliance items.

2014-2015: President Sarah Sanders (OH) is proud of several firsts during her presidency, which include awarding the first two AMAA Grassroots Honor Fund (permanently endowed) $10,000 Medical Scholarships and awarding the first AHEI grants. Additionally, four regional meetings occur. Hard copies of *Physician Family Magazine* are distributed as a member benefit and two new membership categories are introduced: Early Career and Couple memberships. The VIPS—very important physician spouses program—is created, which taps Alliance members to talk to legislators they personally know. Our partnership with the AMA is strengthened and our membership is mobilized through our “Legislative Call to Action,” which revamps federal tort reform and repeals the outdated Sustainable Growth Rate (SGR).

2015-2016: President Julie Newman (MD) and her dynamic board of directors develop an exciting new strategic plan. They have the vision and foresight to recognize the need to “Focus on the Future” of the AMA Alliance. This bold new direction fits a more agile and responsive 21st century organization. We celebrate the 20th Anniversary of our Stop America’s Violence Everywhere (SAVE) Initiative.
2016-2017: President Rosemary Xavier (FL) and the board of directors work hard implementing year two of the strategic plan. The Physician Burnout program is launched. The Opioid Misuse Prevention Phase II program is addressed. This program develops a free downloadable white paper as well as a DVD, brochure and postcards. The model “Relocation Toolkit” to replicate in any city or town in order to help physician families during their moving process is completed. The Regional Meeting Handbook template is finished. A new webinar series entitled “Empowering Your Alliance” is initiated. Special focus on the member value proposition, to enhance member resources and encourage IMGs and women physicians to participate via task force initiatives is developed. Rosemary is proud to have followed in the footsteps of presidents who inspired greatness through service.

2017-2018: President Kim Moser (KY) introduces the impactful and timely AMA Alliance national platform on opioid misuse, which affords the opportunity to better educate communities on substance use disorders and mental health and leads to meaningful legislation on treatment and resources. Kim’s personal and professional connections are not only valuable to her (as a state legislator) and her state of Kentucky, but to individuals and families trapped in the cycle of substance misuse and mental health disorders nationally.
2018-2019: President Cami Pond (IN) partners with the national Parent Teachers Association (PTA) to develop and distribute educational materials to middle school students and their parents, bringing awareness to the dangers of opioid misuse. These materials include written flyers and an AMA endorsed PowerPoint presentation, which is selected to be presented to 2000 PTA members at their national PTA convention in Ohio. This project receives accolades from the U.S. surgeon general, Dr. Jerome Adams, who addresses the AMA Alliance during Cami’s presidency. The AMA Alliance celebrates the first annual Physician Family Day in Atlanta, Georgia, and the Centennial Club is formed with Sue Ann Greco as chair. The board of directors develops a new mission statement and member value proposition, creates a new three-year strategic plan, and changes the organizational structure of the board of directors to include six systems.

2019-2020: President Mary Beth Ellison (OH) organizes Alliances across the country to embrace her Peanut Butter Challenge, donating substantial amounts of peanut butter to their respective local food banks, and concludes with the successful first COVID-19-induced virtual AMA Alliance Annual Meeting.

Save the Date for Our 100th Anniversary Celebration