

STATE & COUNTY ALLIANCE NETWORK

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MESSAGE FROM THE PRESIDENT

By Sherry Clarke



Hello everyone. We've made many changes in the past few months and in this newsletter we hope to update you with the progress. It has been a pleasure to serve as your president for the past

two years and as a board member for the past several years prior to the presidency.

I'd like to inform you about our State Health Promotion Project. "Underage Drinking is NOT a Teenage Rite of Passage." How many of you have teenagers or have raised teenagers? It's not an easy task, particularly in the state that has the highest alcohol consumption. Many parents believe that if they have their teenagers in their home and serve the alcohol themselves that this makes it OK. They rationalize, "We know where they are, and at least we know what they are doing." While this may be true, serving alcohol to underage children is NOT legal in the home if you are serving to children that are not your own. As a mother who raised four boys, it was always a challenge on the weekends and particularly after the "big events" to trust that the kids were going to a house that didn't serve alcohol. Many, I discovered, would take the keys from the kids and keep the kids overnight. These are adults who were professionals such as physicians, business leaders, etc. While this sounded like a reasonable plan on the surface, I don't know if they realized what would happen if one of those children had driven home the next morning with a blood alcohol level that was still over the legal limit and had gotten into a car accident. I don't think they realized the legal ramifications of serving to minors. I know that most didn't inform us as parents what was going on in their homes.

Our state health promotion project was a request from state leaders since, "no one wanted to touch it, but it has become a huge problem with our adolescent population." Our focus after research and discussion was to inform and educate the adult population of the state. Be Responsible, Impose Consequences, Take Action—these are some of the messages in our public service announcements and informational materials.

Happily, our future development plans and goals for the project were recognized as consistent with the philosophies of the American Medical Association Foundation and the Wisconsin Medical Society Foundation for community health promotion. Both groups awarded grants to the Wisconsin Medical Society Alliance to continue improving and expanding our project. Thank you to members Chris Iglar and Kathy Garvey for your work in completing the grant application.

Now as we continue into the final stretch of our fiscal year, we have a definitive answer to the question—what does the Alliance do? We have a presence in the state as a group of physician spouses who perform community service focusing on the health of our state population.

I encourage you to continue to promote the Alliance, try to meet new physicians and their spouses as they enter your community. Let them know who you are, make them feel welcome to the area, give them a sense of belonging, and let them know who we are.

Thank you for all of your support in the past two years. I hope that all of you plan to attend the annual meeting at the Madison Club on April 11. See detailed information in the following pages of the newsletter.

Sincerely,
Sherry Clarke

ALLIANCE CALENDAR

March 7–9, 2008

Northeast Central States
Regional Meeting
Omaha, NE

March 29–April 1, 2008

Legislative Conference
Washington D.C. with AMA, NAC

April 10, 2008

Wisconsin Medical Society
Foundation Fundraiser

April 11, 2008

Annual Meeting
Madison Club, Madison

June 2008

AMAA Annual Meeting
Chicago

THE WISCONSIN MEDICAL SOCIETY FOUNDATION'S ANNUAL FUNDRAISER WILL BE HELD ON THURSDAY, APRIL 10, 2008, FROM 5:30–9:00 P.M. AT THE MONONA TERRACE CONVENTION CENTER

The event will feature a silent auction, raffle and special guests, Fran and Kim Peek.

Kim Peek was the inspiration for the movie, *Rain Man*. With 98% recall on close to 8,000 books and other amazing talents, Kim is one of a handful of identified prodigious savants in the world. Kim and his father, Fran, have traveled and appeared on television throughout the world telling their unique story to audiences and inspiring everyone to look for the **unique abilities in each of us.**

With only one annual fundraiser, the Foundation counts on the success of this event to raise funds for current programs including scholarships, grants, and fellowships. You can support the Foundation through this event in several ways:

- **Become a sponsor** or encourage your local hospital or clinic. Sponsors receive eight or more invitations to the event.

- **Encourage your county medical society** to purchase a table for eight persons.

- **Donate a silent auction item.** While we welcome any donation, this year we hope to offer a variety of items for those of us who do not have Kim's memory and instead need the assistance of technology with RAM—things like laptops, wireless handheld devices, smartphones, GPS, etc.

Our “bling” table is always a big hit with unusual fashion accessories.

Unique items of any kind are always appreciated. Remember the giraffe from 2007? It was a HUGE (or should I say TALL) hit!

- **Attend the event.** Individual tickets are available for \$100.

For more information about these opportunities, contact Renee Reback at renee@wismed.org or call 608.442.3720.

ALLIANCE ANNUAL MEETING

Please join us for the annual meeting being held at the Madison Club on Friday, April 11, 2008. The day will include a business meeting, lunch, and tour of Camp Randall Stadium. The tour includes viewing of the football office area, Badger trophies, visitor's locker room, football field, and Bucky's Locker Room Store. Members and non-members are welcome, so plan on bringing a guest. It's a great way to introduce them to the organization. Registration forms will be mailed soon, so watch your mailbox for more information.

BROWN COUNTY ALLIANCE SPONSORS TWO FAMILIES FOR A HEALTHY CHRISTMAS

The Brown County Medical Society Alliance once again participated in the Salvation Army's Adopt-A-Family Christmas sponsorship program. This year, thanks to \$2,500 in donations from members and a \$500 grant from the state Alliance, Brown County was able to provide a healthy Christmas for two large (nine-member) families, who were screened for eligibility by the Salvation Army staff.

The Alliance provided household items, a grocery gift certificate and (at least three) gifts for each family member, as well as a "cooking on a budget" cookbook, healthy tips 2008 calendar, free clinic and dental clinic brochures, smoking cessation and healthy heart pamphlets. In addition, each child received three AMA Alliance healthy living activity books.



This laundry basket was filled with household items that were purchased for each family.



Lisa Neal and her daughter, Marissa, wrapped the gifts for the other family.



Margaret Kieler and her daughter, Nadia. Margaret shopped for presents and then wrapped the gifts for one family.

A HEALTHY CHRISTMAS

BADGER BAY MANAGEMENT BECOMES NEW ASSOCIATION MANAGEMENT GROUP FOR ALLIANCE

After many years of service to the Alliance as our administrative assistant and central person, Kathy Mohelnitzky retired from Education and Management Services (EMS) on December 31, 2007. The Alliance contract with EMS was also to term at the same time. The board felt this was an opportunity to examine where we are as a group and determine if another association management group might be an option to consider for our future needs. A task force of Alliance members who were former and current board members reviewed and interviewed RFPs, contracts and services. Based on the recommendations of the task force, the Board of Directors voted to change management services to Badger Bay Management, effective January 1, 2008.

As a result of the change some things you will notice as members will be the development of a new website for the Alliance— independent of the Wisconsin Medical Society website. We hope to have a link from the WMS website to our new site, but we look forward to maintaining our own site. This will allow our groups to add and develop the site for our needs and include county links as well. We see this as a positive step for the Alliance.

Our new office is now located in Kimberly. Badger Bay Management provides a full range of staffing services and office resources. The new contact information is included on the last page of this issue of SCAN. Eric Ostermann is president of Badger Bay, and a former employee of the Wisconsin Medical Society. You can contact Eric and his staff at the new Alliance office Monday–Friday, 8 a.m.–4:30 p.m.

Transitioning from the offices in Madison to the Appleton area will take a few weeks, but we are confident that the changes you as an Alliance member will see, due to the new group, will be positive for our future. Please read the Badger Bay credentials and if you are in the Appleton area, feel free to stop in to visit and introduce yourself to the group.

As a group we are still partners with the Wisconsin Medical Society and can use their facility for meetings. This is only a change in our management services, not our mission, purpose, or bylaws. Thank you for your patience as we transition to the new group. If you have questions, please contact Badger Bay or Eric at 920.560.5624.

DOCTORS IN RECITAL

The second annual Doctors in Recital event was held Saturday, February 9, in the Walter Theatre of St. Norbert College, DePere. The black-tie optional event included hors d'oeuvres, a cash bar and performances. The event showcased "the talents of local physicians who have a passion for music." Performers were Joel Ament, Yoon Chun, Mary Franz, James Gapinski, Peter Gapinski, Kevin Greer, Dan Grossman, Franz

Igler, Don Jenny, Lee Klemens, Lynn Luloff, Mark Ringwelski, Peter Sherrill, Tom Smith and Michael Volk. Masters of ceremony were Andrew Brandt and Wendy Neuberger, co-anchor for WFRV, Channel 5. The event was sponsored by the Brown County Medical Society Alliance and Heid Music. The beneficiary for this year's event was the Center for Childhood Safety.



Medical Alliance committee member Dr. Mary Meyer, and her husband, Dr. Gordon Haugan, who founded the Center for Childhood Safety, look over the selection of hors d'oeuvres at the pre-show cocktail hour.



Dr. Jim Gapinski on mandolin, accompanied by his wife, Nancy, and Miyoko Grine on cello, and Andrew Sachen on bass, played *Edgar Meyer and Butterfly's Day Out* by Mark O'Connor.



Semi-professional musicians Dr. Don Jenny on clarinet, Dr. Joel Ament on violin, and Dr. Mary Frantz on piano tackled the difficult piece of *Trio for Violin, Clarinet, and Piano, Op. 46* by Helmut Riethmuller.



Brown County Medical Society Alliance President Dia Zent enjoys the pre-show hors d'oeuvres at the second annual Doctors in Recital. With her are Justine Lodl, Executive Director, and Kathy Hegrenes, Program Coordinator from the Center for Childhood Safety—this year's beneficiary.



Dr. Yoon Chun and Dr. Franz Igler clown around with Mozart wigs before astonishing everyone with their excellent duet to Mozart's *Sonata in D Major*.

STATE ALLIANCE RECEIVES WMS FOUNDATION GRANT

The Wisconsin Medical Society Foundation awarded the Wisconsin Medical Society Alliance a \$2,500 grant in November 2007, to further develop its underage drinking awareness project. The state Alliance produced two underage drinking awareness public service announcements and distributed them to television stations across the state last summer. This latest grant will allow the Alliance to develop an underage drinking awareness page on its website and begin producing and distributing radio public service announcements during 2008.

The state Alliance chose underage drinking and adolescent health as its long-term health project focus more than a year ago. Wisconsin leads the nation in both underage alcohol use and adult binge drinking. The AMA Foundation awarded the Alliance a \$2,000 grant in August 2007.

The television public service announcements were produced in cooperation with WFRV Channel 5, the Green Bay CBS affiliate, and 12 drama students from Pulaski High School. WFRV and several area businesses discounted their services to help keep production costs down. Both the 15 second spot and the 30 “prom themed” public service announcements have been shown in at least two large areas of the state—the La Crosse area on Wisconsin’s western border, and the Green Bay/Fox Cities area on the eastern side of the state. Chris Iglar, the project chair, is still gathering information about where the public service announcements have been shown.

AMA FOUNDATION UPDATE

So far, for this Alliance year our state donations to the AMA Foundation total \$5,030, nearly all of which were raised through a holiday sharing card by the Winnebago County Alliance. The fundraising year continues through May 1, so there is still a lot of time to make a donation to the AMA Foundation.

While the scholarship fund is perhaps the most well-known fund, the AMA Foundation also has a “development fund” and a “fund for better health,” the fund from which our own state health project received a \$2,000 grant last summer. The foundation awards grants to physician-led free clinics and has a “disaster

relief fund,” which offers loans and grants to rebuild medical practices devastated by natural disasters, like Hurricane Katrina.

With Doctor’s Day coming up on March 30, it is an appropriate time to think about honoring our spouses and the medical profession with a contribution to the AMA Foundation. Contributions can be sent to State Chair, Chris Iglar, 876 Trout Creek Drive, Oneida, WI 54155. (There is no administrative fee, so your total contribution is tax-deductible.) For more information or if you wish to make a donation by credit card, contact Chris at cniquist@aol.com or 920.265.5049.

DONATIONS NEEDED FOR WMS FOUNDATION SILENT AUCTION

County Alliances and individual Alliance members have traditionally supported the Wisconsin Medical Society Foundation annual fundraiser with silent auction donation items. This year’s silent auction will be held in conjunction with the April 10 fundraising dinner at the Monona

Terrace featuring savant Kim Peek, whose life inspired the movie, *Rain Man*. To learn more information about donating an item contact justinat@wismed.org. You can also call the foundation at 608.442.3719 and toll-free at 866.442.3800.

MISSION STATEMENT

To improve the health of Wisconsin families through statewide health initiatives, local Alliance activities, and partnerships with the Wisconsin Medical Society.

THE WISCONSIN MEDICAL SOCIETY ALLIANCE VISION:

Community Impact.

Leading and coordinating a significant statewide health project.

Advocacy. Co-partner with the Wisconsin Medical Society on issues that impact the practice of medicine and beyond.

Leadership

Development. Develop the leadership capacity of our members through our community impact and advocacy programs.

Networking. Provide a natural opportunity for members to develop lifelong friendships.

Wisconsin Alliance Board 2007–2008

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Sherry Clarke

President-Elect

Vacant

Past President

Chris Iglar

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Chris Iglar

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Chris Iglar

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Adiene Zickerman, Chair

Sherry Clarke

Maggie Marquis

Grants

Kathy Garvey

BADGER BAY MANAGEMENT WELCOMES THE ALLIANCE!

by Eric Ostermann

Badger Bay Management thanks the Alliance for the opportunity to serve as your association management company.

Our staff includes over 20 years of association management history, and we are all looking forward to working for you. I am especially excited to work for the Alliance, having seen first-hand the many great programs and services you have offered to your members and the public while working at Lakeside Association Services (Wisconsin Medical Society).

Badger Bay is located in Kimberly, and is a full-service association management company. We currently have six employees available to serve all of the Alliance's association management needs. I am sure you will have a chance to meet each of us during the next year—either over the phone, in the office or at the upcoming Alliance meetings. In addition to myself, our staff includes:

- * Julie Lederhaus, Meeting Planner
- * Karen Schneider, Membership Services
- * Diane Wittman, Director of Finances
- * Stephanie Wittman, Office Manager
- * Sarah Beversdorf, Project Manager

We can all be reached at the Alliance office at 920.560.5624. For more information on Badger Bay, please visit our website at www.badgerbaymanagement.com.

Thank you again for the opportunity to work for you.

We look forward to a great year together!

The State and County Alliance Network (SCAN) is the official publication of the Wisconsin Medical Society Alliance. Articles submitted should be typed and are subject to editorial review and changes. For more information, contact Karen at the Alliance office:

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karen@badgerbaymanagement.com

LEGISLATIVE UPDATE NEWS

Are you staying up to date with the happenings in Madison and Washington D.C. regarding legislation and how it affects the medical community and the future of healthcare? The Wisconsin Medical Society INSIDER is available to you as an Alliance member online at no cost! Contact the WMS at 866.442.3800 and ask to be included in the newsletter online mailing list.