

Wisconsin Alliance  
Board 2004–2005

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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 Kathy at the Alliance office:

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### MESSAGE FROM THE PRESIDENT

*By Chris Iglar*

Greetings to all of you as we begin another alliance year of plans and projects! We have been busy at the state alliance as you can see by reading this newsletter. Since the annual meeting in April the board has met a number of times. As we meet and plan we have a very specific goal in mind—and that is to “retool” our state organization so that we can meet the needs of all of our members. We hope to be able to offer something to every physician spouse from those who have busy careers to “traditional” stay-at-home moms to retirees.

As you probably recall, last year the board voted to accept the recommendations of a strategic plan that will take several years to implement. We have accomplished the first step in that plan! I appointed a mission/vision committee last May and they came up with a really dynamic new mission/vision statement and tagline for the Wisconsin Medical Society Alliance. It will require a bylaws change and will be voted on at the Annual Meeting on April 15, 2005. It is printed elsewhere in this issue of SCAN and I hope that you will take the time to read it.

One of the most important things we have always done as an alliance is promoted good health through a variety of health and health-related projects. (I hope that some of you are participating in the county alliance walking challenge. We hope to offer more participatory projects like this.) Some years ago we funded the SOS Players teen health workshops. This was a very popular project for a number of years. Right now we are just beginning to gather information about possible state health projects that could be developed and shared by county alliances.

While this planning is going on the state alliance will be continuing to offer to help fund local alliance health projects. We have budgeted \$1,500 for health project grants.

Interested counties can contact health promotions chair Carol Harding to apply for grant money. In addition to what the state alliance offers there is other health project grant money available from the American Medical Association-Alliance. If you would like help in accessing information about this contact Carol or give me a call or e-mail! We would like to be a resource for you and your county alliance!

The AMA-A is a wonderful source for project ideas and supplies. A number of counties do “Hands are not for Hitting” and anti-bullying projects in their local schools. Supplies for these projects are available by calling the AMA-A or ordering directly from its website. Did you know that you can access the AMA-A website directly through the state alliance website? ([www.wisconsinmedicalsociety.org/alliance](http://www.wisconsinmedicalsociety.org/alliance)) If you haven't clicked on our website, it's time that you did! The Wisconsin Medical Society's website also has a lot of information, including legislative updates. Their online publication, “*The Insider*,” is updated biweekly. It is a tremendous source for keeping abreast of medically related legislation in the state of Wisconsin. In fact, if you are interested let me know and you can have it e-mailed directly to you.

By now you have received your alliance dues bill for 2004-05. I hope that you have already paid it, but if you haven't please do so as soon as possible. We need your support, both personal and financial to keep operating. Although you may think that we are “far” away from you and that the AMA-A does things unrelated to your community, think again. The medical societies and alliances at local, state and national levels complement each other. A lot of the materials, grants, services and information that you can access come through your state and national alliances. Both on a state and national level the medical societies and alliances are

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## MESSAGE FROM THE PRESIDENT

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powerful legislative advocates on health and safety issues and liability reform. Currently, the reason national liability reform is finally in the news and being discussed and debated by the presidential candidates is because of the long-standing and tireless efforts of the AMA and AMA-A and the legislative activities of state and local medical societies and alliances across the country.

I want to extend a personal invitation to each of you to contact me with any questions, concerns or ideas you have for the state alliance. And I hope to meet many of you during the coming alliance year. My e-mail is [cniquest@aol.com](mailto:cniquest@aol.com) and my phone number is 920-490-0414.

## MS. WISCONSIN ENTERTAINED ANNUAL MEETING DELEGATES

*By Chris Iglar*

Committee reports, idea sharing and entertainment by the reigning Ms. Wisconsin highlighted the 76th Annual Meeting of the Wisconsin Medical Society Alliance April 2 at the Madison Club in Madison.

A total of 23 delegates from around the state attended the streamlined one-day annual meeting conducted by then President Linda Minnihan. The delegates elected officers, passed the 2004-05 budget and heard committee reports and details

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## LEGISLATIVE UPDATE

*By Sherry Clarke, Legislative Chair*

With the election right around the corner and new candidates soon taking office, it is important to remember how the Alliance members can play a role in the legislative process. First let me talk about how the legislative process works.

A bill is introduced, often at the suggestion of a constituent, special interest group or political party pushing their agenda.

The bill is sent to the appropriate committee, where it is debated and amendments can be made. It is voted on and either dies, resurfaces with new amendments or is passed as introduced and sent to the Rules Committee. Both the Senate and the House (or Assembly) have Rule Committees controlled by leadership in both houses. They decide when bills reach the floor.

Once the bill reaches the floor, it is debated and voted on. If it fails, that usually is the end of the bill. If it passes, it is sent to the other house, where it follows the similar committee, rules, floor process.

If a bill makes it through both houses, it is sent to the Governor's (or President's) desk where it can be vetoed (killed), signed into law, or left alone, in which case it becomes a law after 10 days. The Wisconsin Governor has strong veto powers that allow him/her to delete letters and numbers, sometimes changing the whole meaning of a bill. A two-thirds majority vote is needed in both houses to override a veto.

Last year's fight over the Patients Compensation Fund (PCF) raid shows the power of physician and Alliance voices. We have seen proof that when physicians make themselves heard, legislators listen. Medical policy expertise together with real dollar contributions can help to ensure that harmful ideas such as the PCF raid are rejected. Aside from calling, writing, faxing and speaking with your legislator, how can you as a member of the Alliance be effective in partnering with physi-

cians to make your voices heard? Make a contribution to WISMedDIRECT or WISMedPAC.

### WISMedDIRECT

WISMedDIRECT is a "direct givers" account, sometimes called a conduit. Your contribution is like a deposit into a political checking account—your dollars only go to the candidates you choose. You can request that all or part of your account be sent to any state candidate. You get credit for the contribution as a member of the medical profession and Alliance.

### WISMedPAC

Political Action Committees (PACs) are funded by voluntary donation from members. Your contribution to WISMedPAC is pooled with those of other members and directed to candidates or political parties by the WISMedPAC Board of Directors. WISMedPAC contributes to candidates who support physician views.

You may ask why it is necessary to contribute money to WISMedPAC since the Wisconsin Medical Society has lobbyists. Direct lobbying is only one part of a successful government relations program. To be effective, a program also must have strong constituent communications, and significant campaign contributions. "If we do not get involved now and stay involved in the political process—vote, help campaign, lobby, and contribute money—there will be no one but ourselves to blame when those elected do not share our values." (Ken M. Viste, Jr. MD, Oshkosh. WISMedPAC Chair)

Your contribution to WISMedDIRECT or WISMedPAC will make a difference. To help out, call the Wisconsin Medical Society at 866-442-3800 and ask to speak with the Grassroots Advocacy Coordinator or send your personal check (corporate checks are prohibited by law) with your name, Alliance affiliation, address, preferred phone number and/or email to:

WISMedPAC/WISMedDIRECT  
PO Box 2295  
Madison, WI 53701

## AMA ALLIANCE MEMBERSHIP BENEFITS FOR YOU

By Laurel Weddle

I would first like to thank all of you who pay your AMA Alliance dues each year. Your membership has helped the Alliance provide a base of lifelong support for medical families and continue our activities to build healthy communities through health promotions, legislation and member services nationwide. Three cheers for those of you who pay unified dues (county, state and national)! You are supporting our whole Alliance, not just one part of it. We are ONE organization that has three component parts that do not stand-alone or apart. They play very different roles for you as a member but they work together. Think of it as the three legs of a tripod, neither of which is very effective without the other two.

The AMA Alliance is and should be different things to different members. From medical student spouses to retired or widowed spouses, the Alliance offers something for every member. The Alliance gives me a way to make a difference. I can take a hands-on role in my county Alliance by educating the public or participating in a health project. With my state Alliance, I can work to improve health legislation for all of the citizens of my state. With the AMA Alliance, I can participate in addressing national health legislative issues, receive personal leadership training and share health projects with members from all over the United States.

As Kathy Lariviere, AMA Alliance Membership Advisory Committee chair so eloquently said, "I joined the Alliance because of a health promotion project for our community. I stayed in the Alliance because of the personal and professional opportunities that it offered me. I am committed to the Alliance because of the life-long friendships and support that I have found in its members all over the nation." I feel the same as Kathy. I have made lasting friendships with members I've met at all three levels of the Alliance. We are friends linked by common interests and concerns and the tie that binds us is our membership in the Alliance.

I wish I could sit down with each of you over some coffee or diet coke and speak to you about being a unified member. But since that is impossible, I hope you will remember some of what I've conveyed about AMA Alliance membership in this note. So when you sit down to write your check for your Alliance dues, please give careful consideration to joining at all three levels of the Alliance.

*Editors Note: Laurel Weddle of Columbus, Indiana is the American Medical Association-Alliance director assigned to keep in touch with our Wisconsin state alliance and membership. She is a member of the national board and has held a number of offices, including state president, in Indiana.*

## MS. WISCONSIN ENTERTAINED ANNUAL MEETING DELEGATES

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of the strategic plan the board had approved and begun to implement. Delegates also had the opportunity to share information about their local alliance projects, problems and success.

Lunch time speaker Tina Sauerhammer, Miss Wisconsin 2003-04 and recent UW-Madison medical school graduate, related her passion for organ donation and personal family history with the issue. A talented musician, Dr. Sauerhammer also entertained the delegation by playing her cello.

The slate of officers elected were: President, Chris Iglar; President-elect, Ken Strmiska; Vice President (Membership), Barb Feider; Secretary, Delphine Taft; Treasurer, Lynette McCool; and Treasurer-elect, Adiene Zickerman. Both Chris and Ken agreed to serve two-year terms, but since a bylaws change was not made will need to be re-elected in 2005. Kathy Garvey, immediate past president and chair of the nominating committee, presented the slate. Carol Harding, health promotions chair and a past president, conducted the installation ceremony.



Miss Wisconsin, Dr. Tina Sauerhammer, entertained delegates to the 76th Wisconsin Medical Society Alliance annual meeting.

## MEMBERSHIP

*By Barb Feider, Vice President,  
Membership*

The arrival of fall each year brings the Alliance dues statements to your mailbox! Please take the time to renew now and not shuffle your statement into the back of your "to do" pile. Your bill is broken down into county dues (varies by county), state dues (\$40) and national dues (\$40). We encourage you to support the alliance on all levels, as the health care needs of the country continue to be more pressing.

Why should I join these organizations, and what will they do for me, you may ask. The Alliance is not a charity - it is an investment in you, your community and better health care. Personally, the organization provides a support system for the spouses of physicians and a base for networking and friendship. Leadership training, through seminars held twice a year in Chicago, is also available through our state and national alliance. The Alliance also sponsors interesting speakers and supports community health projects such as SAVE (Stop America's Violence Everywhere). With the success of last year's program, the state alliance is again giving grants for individual community health projects. Better health care is hallmark of the legislative portion of your investment. Alliance members are educated on issues and then are encouraged to call or e-mail their legislators to express their opinions. Won't you please invest in yourself, your community and better health care?

I welcome any suggestions, comments or even complaints! You can e-mail me at [bjf316@earthlink.net](mailto:bjf316@earthlink.net)

## REPORT FROM THE STATE COUNCIL ON ALCOHOL AND OTHER DRUG ABUSE

*By Jan Viste*

I was pleased to be appointed by Governor Doyle in July to the Wisconsin State Council on Alcohol and Other Drug Abuse. The Council was created by the enactment of 1993 Wisconsin Act 210 and is focused upon the coordination of substance abuse planning and funding within Wisconsin government. State Council members represent most cabinet level agencies in Wisconsin, two constitutional offices, the Legislature, service providers and citizens.

At my first meeting on September 10, vice-chair Senator Carol Roessler introduced me as someone with ties to the medical community. A sizable portion of the meeting was spent discussing the \$22.7 million Access to Recovery Grant for substance abuse treatment that was recently awarded to our state by the Department of Health and Human Services. (I wonder if we have an advocate there?)

When announcing the grant, Governor Doyle said, "You can't make someone kick a drug habit - they have to want to do it themselves. But when people decide they want help, we have an obligation to support them and make sure that they have the best treatment available." Currently, it is estimated that only 21% of those in need of treatment receive it. Substance abuse causes 1,300 deaths, 6,800 traffic injuries, 2,400 substantiated cases of child abuse, 90,000 arrests, and about \$4.6 billion in economic costs in Wisconsin each year! Alcohol and drug abuse is the fourth leading cause of death in our state behind heart disease, cancer, and stroke.

It is evident that the goals of this Council are ones that are also embraced by our Alliance. These include reducing underage use and abuse of alcohol and other drugs including tobacco. I am hopeful that I will be able to contribute to this Council in a meaningful way and am looking forward to my appointment.

## GREATER MILWAUKEE ALLIANCE UPDATE

*By Lois Kinsfogel*

The Greater Milwaukee Alliance started the fall with a luncheon at the Wisconsin Club. Our guest speaker, Dr. John Roffers spoke to the members about the proper way to begin an exercise program. Then, Delphine Taft encouraged all of the membership to participate in the walking program and report to her the miles they walk each week. She will then report the top five walkers from each

week to the State competition through December 1.

Following the meeting we distributed 500 "I Can Handle Bullies" booklets to members to be delivered for use in hospital emergency rooms and children crisis centers. We also handed out 1000 "Bully" bookmarks to be placed in libraries and schools in the Milwaukee area.

## HEALTH PROMOTION GOALS - 2004-2005

By Carol Harding

As Wisconsin Medical Society Alliance Chairman of Health Promotion for 2004-2005, I am encouraging your County Alliance's involvement in one or more health projects in your community.

"The mission of the AMA Alliance is to partner with physicians to promote the good health of America and support the family of medicine." Since 1922, the AMA Alliance has worked diligently to achieve that goal. Whether it means sponsoring an adolescent health fair or an AIDS education forum. Developing a brochure on teen suicide, substance use and abuse or teen pregnancy. Teaching senior citizens how to monitor their medications, child-care, gun safety or other numerous health issues. Alliances are committed to meeting the needs of their communities.

Through our renewed pledge to America's Promise, a nationwide grass-roots initiative for youth founded by Secretary of State, Colin Powell, we can build a stronger relationship with our communities, especially our local schools, by being involved in the SAVE program: Stop America's Violence Everywhere. Since 1995, State and County Alliances have provided school children, battered women and their families, and homeless families, with financial and emotional support and lessons in conflict resolution. The AMA Alliance chose the second Wednesday in October to be SAVE Today, and the entire month of October as an expansion of SAVE Today, when physicians' spouses across the country work together to reduce violence. In 1996, in partnership with the AMA, the AMA Alliance introduced SAVE-A-Shelter as part of the SAVE initiative. Alliances have provided much needed support for domestic violence shelters, including teaching conflict resolution skills to families living in shelters. In 1999, when school shootings were on the rise, SAVE Schools from

Violence was added as a primary focus for SAVE. Alliances take the same conflict resolution activities they used in shelters into the schools.

The AMA Alliance now has seven activity books for children in kindergarten through third grade. A variety of creative exercises teach young readers nutrition, safety, self-esteem and conflict resolution. The books help kids focus on making healthy, positive choices. Last year the AMA Alliance created a "Talk To Your Kids About Bullying Bookmark," as a follow-up to the tremendously successful "I Can Handle Bullies" activity book. The two-sided bookmark provides parents and caretakers with tips on how to deal with bullies and victims.

State and County Alliances are encouraged to address the issue of obesity. The first children's activity book, "Be a WINNER Shape Up for Life," was revised to encourage children and their parents to lead healthier lives through physical fitness and better dietary habits. The AMA Alliance recognizes obesity as a major health problem. The newest book, "I Can Be Healthy," also addresses the issue of obesity, encouraging the entire family to work together toward a healthy lifestyle. Other resources and publications include the Hands are NOT for Hitting Placemat, seven Shape Up for Life Series Brochures, and Hands Are NOT for Hitting and SAVE tee shirts.

The 2004 AMA Alliance House of Delegates approved the following resolutions on health issues:

**Resolution 1:** Mobile Phone Safety at Fueling Stations. The AMA Alliance recognizes the need for increased awareness of the possible hazards of static electricity which may come from a variety of sources such as operating cellular and other portable electronic devices, while refueling automobiles.

**Resolution 2:** Portable Defibrillators. The AMA Alliance encourages State and County Alliances to urge members and the general public to find ways to improve access to automated external defibrillators.

**Resolution 3:** Marketing and Obesity. The AMA Alliance encourages parents to limit their children's television and computer usage, to encourage more physical activity and to avoid being bombarded by advertisements for unhealthy foods. Research findings show how fast-food contributes to the obesity epidemic and help explain why some adolescents are particularly susceptible to the high-fat, calorie laden meals popular at fast-food restaurants. State and County Alliances are encouraged to work with school administrators to modify the type of food/drinks carried in their vending machines in favor of healthier and more nutritious snacks.

**Resolution 4:** Alcohol and Youth. The AMA Alliance encourages parental responsibility and supports public health /environmental policies and community leadership to curtail underage and high-risk drinking. The AMA Alliance should work with the AMA and encourage its State and County Alliances to support and promote local, state and federal legislation that will prohibit alcohol purchases or consumption by youth under the age of 21 years.

**Resolution 5:** Fetal Alcohol Syndrome/ Fetal Alcohol Abuse. The AMA Alliance encourages those agencies knowledgeable on this subject to continue public education on the affects of alcohol on the unborn baby. The AMA Alliance encourages Medical Alliances to work with Medical Societies/Associations and local community agencies to discourage alcohol consumption by women during pregnancy.

**Resolution 6:** Literacy Promotion Programs. The AMA Alliance advocates literacy promotion as part of care for pediatric patients, so that children are exposed

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## HEALTH PROMOTION GOALS - 2004-2005

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to books and gain a love of reading. The AMA Alliance encourages State and County Alliances to participate in community reading programs on a local level, such as Reach Out and Read (ROR) and Reading Is Fundamental (RIF), and receive help from appropriate sources.

The AMA Alliance Project Bank booklet includes guidelines for successful project planning. It features more than 55 different projects in 22 different topics. For SAVE project ideas, you can check out the Project Bank and SAVE Planning Guide at [www.ama-assn.org/go/alliance](http://www.ama-assn.org/go/alliance).

Assess the needs of your community, and also consider what other groups are doing. Perhaps you could establish a coalition with other organizations, including your Medical Societies. Target your audience. How will you reach them most effectively? Educational programs are a great way to improve people's awareness of health issues, and they also increase the Alliance's exposure in the community. If the problem is real, and if it needs to be addressed, find out what your Alliance can do to best utilize your member's talents and your resources. No matter what you choose to do, remember your efforts are needed and will be appreciated by your community.

Our County Presidents have been sent health promotion information, as well as information on Health Promotion Policy Grants, offered by the AMA Alliance, as well as applying for grants through our Wisconsin Medical Society Alliance. Best wishes for a successful year!

Carol J. Harding - Wisconsin Medical Society Alliance Health Promotion Chairman, 2004-2005, 866 Bayview Road, Neenah, WI 54956, 920-725-7210, [CJH3241@aol.com](mailto:CJH3241@aol.com)



### WEB SITE

You can access information about the Wisconsin State Medical Society Alliance and the American Medical Association Alliance online. We have a page on the Wisconsin Medical Society's website that can be directly accessed.

\*[www.wisconsinmedicalsociety.org/alliance](http://www.wisconsinmedicalsociety.org/alliance)

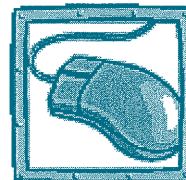
(You can also go to the society's site, [www.wisconsinmedicalsociety.org](http://www.wisconsinmedicalsociety.org). The alliance page is listed under resources.)

\*Our page always has an updated calendar, board information with phone numbers, addresses and e-mail addresses.

\*Our most recent newsletter and at least one back issue are always available online.

\*From our page you can go directly to the AMA-A website to order supplies or download resources like the Communications Guide.

\*The Wisconsin Medical Society's website has a lot of great information! The legislative updates are very good. You can access them to keep your alliance aware of current issues.



## NEW MISSION/VISION STATEMENT TO BE PRESENTED AT ANNUAL MEETING

By Chris Iglar

A vibrant new mission and vision statement designed to more accurately describe the function and aspirations of the Wisconsin Medical Society Alliance will be presented to delegates at the 2005 Annual Meeting. It was written by a committee of seven alliance members as a first step in our long-range strategic plan.

Because the new statement involves a rewrite of Article I and II of the state bylaws it must come to the delegates for a vote. The exact rewording of the bylaws change will be printed in the January issue of SCAN. The following is the recommendation of the mission/vision committee, which was approved by the state board on July 9.

### 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 realizes its mission by:*

- *Promoting and maintaining an informed membership*
- *Supporting the activities of County Alliances and serving as a resource to them*
- *Developing and leading major state-wide health initiatives*
- *Providing a network of individuals who share in understanding the unique stresses and dynamics of a medical family*
- *Fundraising to support projects that further its mission and goals*

### Organizational Tagline

*Promoting healthy lifestyles for Wisconsin families.*

Chaired by Ken Strmiska, president-elect, the mission/vision committee members included Maggie Marquis, Jody Larson, Carol Harding, Susan Tarm, Maxine Omdahl and (ex-officio) Chris Iglar, president.

## AMERICAN MEDICAL ASSOCIATION AND WISCONSIN MEDICAL SOCIETY FOUNDATIONS

By Jan Viste

It was my pleasure to present checks from the AMA Foundation's Scholar Fund to Wisconsin's Medical School Deans last spring at the Wisconsin Medical Society meeting. The funds were raised by our county Alliances with the largest contributors being Winnebago and Brown counties. The Deans expressed their gratitude in front of this group with one of them commenting that with an average debt of \$120,000 upon completion of Medical School, the need for scholarship money is more vital than ever. Winnebago and Brown counties raised the funds through a Holiday Sharing Card, a tried and true fundraiser that has met with much success in past years. Step by step instructions about how to plan this

fundraiser are available in from Jan Viste or Chris Iglar. Please consider joining in this year so that we can increase our donation to this worthy cause!

Our counties also raised money for the Wisconsin Medical Society Foundation last year by participating in their annual Charity Roast and silent auction. Another very deserving organization, the Foundation supports medical and health education activities and programs including the Houghton Award, the WI Senior Physician Program, Scholarships and the White Coat Campaign. I am hopeful that all active counties will participate in this fun fundraiser this year and also consider having a fundraiser in your county to help our own state Foundation.

## LEADERSHIP DEVELOPMENT II SPOTS AVAILABLE FOR COUNTY OFFICERS

By Chris Iglar

An incredible leadership skills training opportunity awaits interested county presidents, president-elects and other officers. Formerly called "Confluence" this revamped and updated training session has been renamed "Leadership Development." It is a series of workshops that teach valuable skills like speech writing, public speaking, group dynamics, parliamentary procedure, project development and more. It is also an opportunity to meet alliance members from around the country and share ideas!

The American Medical Association-Alliance offers this workshop twice a year—in October and February. The next session is February 6-8 at the Drake Hotel in Chicago. Traditionally county presidents and president-elects were invited, but this year the AMA-A is also inviting membership and health project chairs. While our current state budget is no longer covering full reimbursement for these training sessions, there is some reimbursement available. In addition, the AMA-A reimburses qualified participants 75 percent for transportation expenses—airfare or driving and parking fees.

President Chris Iglar, state health projects chair Carol Harding and Greater Milwaukee County co-president Lois Kinsfogel will be attending the October 3-5 session. Contact Chris Iglar if you are interested in finding out more about Leadership Development. (920 490-0414 or [cnquest@aol.com](mailto:cnquest@aol.com)) Invitations will also be e-mailed to counties later this fall.

## MARATHON COUNTY UPDATE

*By Lynette McCool*

We will be having a brunch on Thursday, October 7 to welcome new physician spouses. It will be at the home of Jenny Garver. Board members bring a scrumptious variety of food. Babysitting will be available on site. Invitations are being sent out in the Fall newsletter, personal calls will be made to new spouses as well with an offer to accompany them to the event.

In November a dinner, honoring new physicians and their spouses will be held at the Wausau Country Club. A social hour before dinner gives everyone an opportunity to speak with the guests of honor.

On November 18, we will be having our Annual Scholarship Auction. Members bring craft items, baked goods or unique items to be bid on during the live auction. We have a goal of \$5,000.00. Scholarships are awarded in the spring to area students interested in a related health field.

The Marathon County Alliance received recognition from the AMA Alliance for increasing their AMA Alliance membership in 2004 by 10% or more. Last year, our membership chairman made personal calls to those past members whom had not yet paid their dues.

## RUNNING FOR OFFICE

*By Linda Minnihan  
Marathon County*

After much encouragement from numerous people and after much soul searching, I decided to throw my hat into the ring for the state assembly race in our district. This turned into a 4-way Primary race on the Republican side.

A couple people who are quite active in the Republican Party offered to be my campaign managers, and thus started my campaign, along with several volunteers. Eventually though, I hired a campaign manager, as my volunteers were not able to devote the time needed. We had weekly steering committee meetings. Every detail needed a decision, and there were thousands of them, starting from deciding who would vote for me and why, creating a theme and announcing the candidacy. Other decisions included what our message should be, speaking engagements/events, designing a brochure, mailings, etc. Basically, all the decisions were based on what I needed to do to win this campaign. I knocked on doors, put up about 500 yard signs, sent mailings to voters, did radio and TV ads, speaking engagements, debates, fairs, parades and factory greetings. This campaign consumed all my waking hours and just about every thought was in regard to it. I haven't yet totaled up what I spent, but I think it was around \$10,000 with about \$4,000 coming from donations.

The Republican Party in Madison thought I was the front-runner but was proven wrong. In the end the election went to a woman who had been the mayor of an adjoining town for over twenty years and had much more name recognition than I did.

Would I recommend you do this? It depends. I would highly encourage you to go to AMPAC's campaign school first. I attended about twelve years ago and used that experience to run my campaign. I was surprised how tiring it was to campaign. It was very interesting being the gossip, having people call into talk shows about your stand

on some issue, seeing your name on all the yard signs in the streets and seeing ads on TV about you.

One of the things I planned to do, if elected, was to review the laws that have had a negative impact on healthcare costs, and try to get them changed. Healthcare cost is one of the major issues affecting voters today. Many of the bills that have made it into law have a detrimental impact on medicine in Wisconsin. Potential future laws will also be driving up health care costs, as the trial lawyers are working on another angle to sue physicians with the Wisconsin Family Justice Bill, which will drive up liability insurance even more.

Needless to say, we need legislators that know healthcare from the inside, if we want the laws to be based on knowledge of the healthcare system, and favorable to the healthcare consumer. I felt that my broad based healthcare and finance background, qualified me to address those issues. The only way to stop further erosion of medicine in this state is if we have legislators who are determined to make those the priority issues.

If you are considering running, I would be happy to talk with you to answer any questions you have. Just know you can make a difference. If I can be a candidate, needless to say, you can too.

Go for it!

## RACINE COUNTY UPDATE

By Barb Feider

As is the case with many county alliances, the Racine County Medical Alliance took a summer hiatus. However, our yards were brightened this summer with geraniums and herbs sold by our alliance members, a spring fundraiser that has been in place for many years. Our alliance also distributed "prom cards" to area florists stating "Friends Don't Let Friends Drive Drunk", which were included in all corsage and boutonniere boxes for the May event. New this year is the distribution of "I Can Handle Bullies" activity books, which are sponsored by the AMA Alliance. Racine Unified District social workers are very excited about using these books

in individual sessions with their kids and for "Bully Busters" clubs, which are peer sessions for handling these situations.

The Racine County Alliance is also awarding two \$1000 and one \$500 scholarship to medical students who are graduates of Racine area high schools. They will be given in time to defray the cost of second semester tuition. Holiday time also brings our annual sharing card fundraiser and financial disbursements to area social and health related organizations.

Our county alliance remains a small, but committed, group of members who enjoy friendship and helping to better the Racine community.

## THREE DELEGATES ATTEND AMA-A ANNUAL MEETING

By Chris Iglar

Linda Minnihan, immediate past president, Chris Iglar, president, and Carol Harding, health projects chair, represented the Wisconsin Medical Society Alliance at the American Medical Association-Alliance annual meeting June 13-15 at the Drake Hotel in Chicago, IL. Linda presented the Wisconsin state report to the delegates.

Another state alliance board member, Jan Viste, attended, but in a different capacity. She represented the Alliance to the American Academy of Neurologists. Jan currently serves as the group's president.

The AMA-A annual meeting is an excellent opportunity to network with alliance leaders from other states and learn more about the programs, supplies and services offered by the national alliance.



Wisconsin Medical Society Alliance delegates to the 2004 AMA-A annual meeting were (from left) Linda Minnihan, Chris Iglar and Carol Harding.

## WINNEBAGO COUNTY ALLIANCE UPDATE

By Sherry Clarke, President

After a short summer season, we are moving into action again with our group. Our board met in late August to determine our agenda for the upcoming year. The first meeting will be at the home of Sherry Clarke, President on October 7. We are hoping to develop a stronger group and bring more members into the group as the year proceeds. As President, I am discovering a new influx of spouses to our county with no ties to the community. The Alliance, I'm hoping, will become a venue for establishing roots to our communities.

Our relationship with the Medical Society is also expanding. As President, I have committed myself to attending as many county meetings as possible to keep "in touch" with the concerns of the physicians. Additionally this new relationship has opened the invitation for the Alliance members to attend dinner meetings with the Medical Society for both a fall and spring meeting (which we determine the guest speaker) as well as the combined Christmas party.

In an effort to increase membership and build friendships, we are tentatively planning a bus trip to Downtown Chicago for a day of shopping, leisure, museum viewing, etc. Final details will be voted on at the meeting in October, but it should be a wonderful escape for all of us.

# STATE ALLIANCE SCHEDULE

October 3-5	<b>AMA-A Leadership Development I</b> Drake Hotel, Chicago, IL	February 6-8	<b>AMA-A Leadership Development II</b> Drake Hotel, Chicago, IL
October 15	<b>Board of Directors Meeting</b> Fort Crawford Room-Medical Society Headquarters Madison, WI 10am – 3pm	February 25-27	<b>North Central States Meeting</b> Omaha, Neb.
December 10	<b>Board of Directors Conference Call</b> , 10am	March 11	<b>Board of Directors Conference Call</b> , 10am
January 14	<b>SCAN Deadline</b> -Winter issue Board of Directors Meeting Fort Crawford Room-Medical Society Headquarters Madison, WI 10am – 3pm	April 15	<b>Annual Session – House of Delegates</b> Madison Club, Madison, WI 10am – 4pm

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