

### 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*

Happy New Year to all of you! Although this will be published and in your hands sometime in early February, I am writing this on a snowy day in January. It's still early enough in the year to be making New Year's resolutions. (In my case this is usually exercise more and clean out my closets!)

But, I don't want to bore you with my personal continuing dilemmas. Rather I'd hope that as an organization we also make resolutions! Actually we did that last year when we adopted a strategic plan to retool our state alliance. We are making progress with that! We have a new Mission and Vision Statement which we will be voting on during our Annual Meeting on April 15. We have been working to establish a more meaningful relationship with the Wisconsin Medical Society and are beginning to research health project ideas with the idea of implementing a major state health project.

In order to do these things we need to have more of you involved at the state level! There are two opportunities for involvement coming up—the North Central Leadership Development Conference March 4-6 in Omaha, NE and our own Annual Meeting April 15 in Madison. Specific information about each is included in this issue of SCAN.

We already have a small group committed to attending the North Central meeting, but there is always room for more. This is a casual and informative meeting with workshops on membership, health projects, legislation, grant writing and more!

Our annual meeting's theme this year is "Revitalizing Your Alliance." Our speakers, Laurel Weddle, AMA director from Indiana, and Ken Strmiska, president-elect and president of the Greater Green Bay Community Foundation will offer lots of ideas that you

can take home and use in your local alliance and community.

So please join us. Let's make and keep some alliance resolutions this year!

You will notice this month's message is short. That's because I've got to work out and then I'm coming back home to tackle those closets! (I promise.)

## PAST STATE PRESIDENT KATHY SCHNEIDER NAMED MMC 2004-05 WOMAN OF THE YEAR

Kathy Schneider, who served as Wisconsin Medical Society Alliance president during 2001-2002, was honored as Mount Mary College's Woman of the Year for 2004-05. A member of the Greater Milwaukee County Medical Society Alliance, Kathy and her husband, George, started the Greater Milwaukee Free Clinic, which opened in West Allis in 1995. She is currently the clinic's executive director and board chairman.

In addition to her involvement in alliance and the Free Clinic, Kathy has volunteered as a Girl Scout leader and for the Archdiocese of Milwaukee, an Appalachian Service Project and public television.

## MARATHON COUNTY NEWS

By Lynette McCool/  
Jenny Garver, co-presidents

We started the fall with a brunch at Jenny Garver's new home to welcome new spouses to the area. Board members brought a dish to pass. We had to compete with President Bush as he was visiting Wausau on the same day, but we still had a good turnout.

In October we had a dinner for new physicians and their spouses at the Wausau Country Club. We had around 100 people including 15 new physicians and their spouses.

The holiday season got off to a start in November with our annual scholarship auction at which we raised \$5,000 for local high school seniors going into a related health field. We had a brunch and board members brought the food. We had social time and then a live auction. We were pleased to have Chris Iglar visit our county for this event.

In February, Kathy Garvey is hosting a coffee at her home. She has invited the Mayor of Wausau to be our guest. He will answer questions about local activities, and what will be happening in the future of our city. Guests are welcome.

In April we will have another couples social. One couple will host cocktails and appetizers at their home and another will host dessert and coffee. This has been a popular event. Each couple brings an appetizer or dessert. By having events in members' homes, we lower the cost tremendously.

## BYLAWS REVISION

**The following bylaws changes have been recommended by the Board of Directors to accommodate the new Mission and Vision statements which were drafted this past fall. This will be voted on at the Annual Meeting, April 15.**

Article I- Name and Tagline  
(delete and Tagline)

Article 1- Section 2 Tagline (Delete)

Article II- Purpose

(Add ) Section 1.

The organization is organized exclusively for purposes within the meaning of section 501 (c) 6 of the internal revenue code.

Section 2. 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

## RACINE COUNTY UPDATE

By Barb Feider

Racine County was very grateful to receive, in December, a grant for \$250 to help defray expenses from the distribution of the 800 "I Can Handle Bullies" books, which were ordered from the AMA Alliance. These books were given to Racine Unified School District social workers to help alleviate the problem of bullying, which has been on the increase in area schools.

Also in December, Racine County Alliance gave \$2500 in scholarships to three Racine first year medical students to help with the high cost of tuition. The Alliance also dispersed \$3500 to four worthy community organizations: Healthcare Network (a health facility which provides free care for the working poor), YWCA Teen Parenting Program (a

daycare facility for the babies of teen moms, where moms are taught parenting skills after school), Racine Unified School-age Parenting Program (a similar program through the school district) and the Jane Cramer Fund (a speaker series and workshop that educates the community about cancer in women.)

These grants and scholarships are funded by our annual holiday sharing card. About 80 physicians and their spouses participated in the sharing card this year, which raised over \$5000 for our projects and scholarships.

The Racine County Alliance's fiscal year is based on the calendar; so new officers will be installed at an upcoming meeting. The new officers for 2005 are: President - Mary Malinowski, Treasurer - Rae Wood and Secretary - Kathy Shaikh.

## AMA ALLIANCE HEALTH PROMOTION POLICY GRANTS

By Carol Harding

Great news! The Winnebago County Medical Society Alliance has been notified that they have received a grant for \$350 from the AMA Alliance Health Promotion Committee. The grant will help the Alliance continue their HANDS ARE NOT FOR HITTING sessions with first graders in Neenah, Menasha, Oshkosh and other county schools. The Winnebago County Medical Society Alliance thanks President Sherry Clarke and Vice-President Peg Larson for their time and talent in writing and submitting the grant request. The AMA Alliance Health Promotion Policy Grants help put health promotion programs into action. Alliances are encouraged to help build healthier communities through active involvement in their communities. Grants are available to Alliances interested in conducting projects and activities designed to further AMA Alliance health policy.

The AMA Alliance Health Policy Grants have three objectives:

1. Fund projects that increase AMA Alliance visibility in a positive and proactive way.

2. Fund projects that help put AMA Alliance policy into action by providing information or a service to your community.
3. Fund projects that will provide opportunities for ongoing involvement in a discussion of topics that are important to the family of medicine.

Through the proceeds from the 2003 Interim Meeting Fun Run, a grant from the Audio Digest Foundation and proceeds from the 2004 Celebrate SAVE! Walk at the Leadership Development Conference at The Drake Hotel in Chicago in October 2004, the AMA Alliance has committed approximately \$8,000 to support county and state Alliance projects. Depending on the project, grant awards generally range from \$100 to \$500. In order to encourage nationwide participation by Alliances, each Alliance is limited to one grant award per calendar year.

For more information about the Health Promotion Grant Policy program and to apply, go to [www.ama-assn.org/ama/pub/category/14336.html](http://www.ama-assn.org/ama/pub/category/14336.html)

## “REVITALIZING YOUR ALLIANCE” IS THEME FOR ANNUAL MEETING SCHEDULED APRIL 15

By Chris Iglar

It will be tax day for many Americans but for members of the Wisconsin Medical Society Alliance April 15, 2005 is Annual Meeting day. This year's event, scheduled 9:30am-4pm at the Madison Club in Madison will feature two speakers, a great lunch and a business meeting.

The theme will be “Revitalizing Your Alliance” and both speakers will offer suggestions on how to do that! Laurel Weddle, an AMA-Alliance director from Indiana, will offer a myriad of easy project suggestions, and Ken

Strmiska, state president-elect and president of the Greater Green Bay Community Foundation, will present “Fundraising 101 for Nonprofit Organizations.”

During the business meeting we will vote on our organization's new Mission and Vision statement. A continental breakfast and lunch will be served. The registration fee is \$32. Invitations will be sent to county presidents and individual members in February.

Get your tax returns done early and plan to spend the day in Madison!

## NORTH CENTRAL MEETING IS LEADERSHIP OPPORTUNITY

The North Central States Alliance Leadership Development Conference, scheduled March 4-6 in Omaha, Neb., is a great opportunity for local alliance officers and committee chairs. The conference includes membership, legislative, health project and grant writing session in a relaxed and friendly atmosphere. It will be held at the Omaha Hilton.

The meeting registration fee of \$120 includes meals on Saturday and Sunday breakfast and all meeting materials. Room rates at the Hilton are \$109 for a single or double room for the conference. Airfare will be approximately \$225-\$250.

We are hoping to get a big group from Wisconsin to attend! For reservation information talk to your county president or Chris Iglar at [cnquest@aol.com](mailto:cnquest@aol.com).

North Central states include Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota and Wisconsin.

## AMA ALLIANCE SHAPE UP FOR LIFE CHALLENGE

After two successful challenges of approximately 25 teams and over 50,000 miles walked, Phase III of the Shape Up for Life Challenge began July 1, 2004 and ended December 31, 2004.

Each state Alliance could have as many teams as it desired, with a maximum of ten members per team. A team captain recorded the team members' miles. Pedometers could be used but were not required. Miles could be walked indoors or outdoors. At the end of the six-month challenge, the team with the most miles will represent their state in the challenge.

The Shape Up for Life Challenge is a simple and effective way to be more physically active and feel better. The Wisconsin Medical Society Alliance had a team of ten. Walkers included Sherry Clarke, Peg Larson, Gail Knier and Carol Harding from Winnebago County; Chris Iglar and Cindy Bjraker from Brown County, Delphine Taft and Lois Kinsfogel from Greater Milwaukee County; and Sarah Hardacre and Kathy Shaikh from Racine County. Our team walked a total of 4,407 miles. The winning team will be announced at the AMA Alliance Leadership Development Conference II at The Drake Hotel in Chicago, January 30-February 1, 2005. AMA Alliance Health Promotion Committee Chairman, Barb Savage, will be tallying the team miles.

Thanks to all of our team members who accepted the challenge to get moving, improve fitness and have fun.

## AMA ALLIANCE LEADERSHIP DEVELOPMENT CONFERENCE- OCTOBER 3-5, 2004

By Carol Harding

One hundred ninety-eight state and county Alliance members from across the country attended Leadership Development Conference 1 at the Drake Hotel in Chicago. Wisconsin Medical Society Alliance President, Chris Iglar; Greater Milwaukee County Alliance Co-President, Lois Kinsfogel; and Wisconsin Medical Society Alliance Health Promotion Chairman, Carol Harding, attended the conference, and were inspired and energized. The LDC is a biannual meeting that prepares members for leadership in their county and state Alliances, the largest organization for the family of medicine.

### **The LDC is planned with three objectives in mind:**

*To introduce members to the resources and services available from the AMA Alliance.* The Idea Fair included many resources for conflict resolution and anti-violence programming, health promotion, medical family support, legislative advocacy, membership development and fundraising for the AMA Foundation.

*To inform members about community action initiatives important to the AMA Alliance,* such as reducing bullying in our schools, encouraging Americans to help solve the growing problem of childhood and family obesity and lead healthier lifestyles and promoting health literacy. The conference also enhances professional skills, with sessions on membership development, presentation techniques and strategic planning for state Alliances.

*To introduce members to each other:*

State Alliance exhibits show what's happening around the country, as well as meeting members at a reception, dinner and networking lunch. The 10th anniversary of the Alliance's SAVE (Stop America's Violence Everywhere) initiative was celebrated with 112 members participating in the Celebrate SAVE! Walk along the lakefront, which benefited the Health Promotion Policy Grant program, and donating to the Helping Hands Food Drive, a total of 358 pounds of food and \$325.75, which provided 1,303 meals to Chicago residents in need. The SAVE Today 10th Anniversary Dinner honored the Alliance's long, proud history of working with communities on conflict resolution and anti-violence programs. Nationwide Alliance members have developed more than 600 anti-violence programs and distributed more than 2 million pieces of anti-violence materials. Alliance members were also surprised by a special letter of recognition from President Bush for the Alliance's SAVE efforts. "The true strength of our nation lies in the hearts and souls of our citizens, and I commend all those who have given their time, energy, and talents to the SAVE program. Your efforts contribute to a brighter future and reflect the great compassion of our Nation," proclaimed President Bush.

Participants gain a better understanding of the Alliance and how together we can promote important health issues in our communities. Wisconsin Alliance members are encouraged to attend future Leadership Development Conferences. You will not be disappointed. Thanks to all members for being an important part of our Alliance.

# LEADERSHIP Training

## WISCONSIN MEDICAL SOCIETY ALLIANCE - COUNTY ALLIANCE HEALTH PROJECTS GRANTS

By Carol J. Harding - Wisconsin Medical Society Alliance Health Promotion Chair  
2004-2005

Wisconsin County Alliances were given the opportunity to apply for funding for county health projects. \$1,500 was budgeted for health project funding. Counties were asked to submit a written request, describing the project and its budget. Requests were due by November 18, 2004. The board elected to extend the deadline for applications to January 31, 2005, so that the available funds could be used in this fiscal year. Three county Alliances requested and were granted funding.

The Greater Milwaukee Medical Society Alliance received \$330. Members distributed 500 "I Can Handle Bullies" books to local hospital emergency rooms and child crisis centers. 1000 "Talk to your kids about bullying" bookmarks were given to local libraries and schools. Each book and bookmark had a label, "Compliments of the Greater Milwaukee Medical Society Alliance - Physicians' Spouses Dedicated To Health". The projects involved eleven Alliance members.

The Racine County Medical Society Alliance received \$250 to help pay for the cost of funding the "I Can Handle Bullies" activity book for Racine County schools. In doing research over the past year, Racine County social workers have noticed an increase in bullying throughout the elementary school system. Certain schools in the district have formed their own "Bully Buster" clubs, which involve mentoring older kids with younger ones in trouble, and meeting individually with those kids where it is appropriate. Bullying will be included as part of the curriculum in schools for 2005-2006. Their Alliance purchased 800 "I Can Handle Bullies" books from the AMA Alliance, to help alleviate the problem of bullying in Racine County schools. Books were distributed at a district-wide social worker's meeting.

The Winnebago County Medical Society Alliance received \$500 to help fund two \$1,000 nursing scholarships for Winnebago County students at the University of Wisconsin - Oshkosh, and to purchase "Hands are NOT for Hitting"

books. Approximately 2,250 first grade students in Neenah, Menasha, Oshkosh and other schools, will receive the books following class sessions. Labels, "Take Care Of Yourself, You're Important To Us" - Courtesy Of The Winnebago County Medical Society Alliance - Physician spouses dedicated to the health of Winnebago County, were printed and applied to all books.

An annual Christmas holiday gift is given to the Winnebago Mental Health Institute's teen unit. "Friends Don't Let Friends Drive Drunk" cards were printed and given to local florists to be included with corsages and boutonnieres for area high school homecomings and proms. The Alliance also printed coupons for the local police departments to give to individuals seen wearing helmets while riding bikes or roller blading as a reward, for a treat at Dairy Queen.

Congratulations to all County Alliances for their health promotion projects in their communities, in the past, present and future.

### THOMPSON TO BE "ROASTED" AT ANNUAL FOUNDATION EVENT

Former Wisconsin Governor and Health and Human Services Secretary Tommy Thompson will be the guest of honor and in the hot seat at the Wisconsin Medical Society Foundation's annual fundraiser April 14 at the Monona Terrace in Madison. The Annual Charity Roast, dinner and silent auction is held in conjunction with the Medical Society's Annual Meeting.

Tickets are \$100 per person, \$50 of which can be used as a tax deduction. Invitations will be sent out at the beginning of March.

In addition to the roast, dinner and silent auction an automobile will be raffled off-a 2005 Ford Mustang V6Automatic or a 2005 Toyota

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## WISCONSIN MEDICAL SOCIETY ALLIANCE WALKING CHALLENGE

As members of our state Alliance, we are aware of the many health challenges that face our communities. Through numerous health projects we try to make our communities healthier, including the much publicized obesity crisis in America. One of the best things we can do is to lead by example.

The WMS Alliance Board decided to challenge county Alliances to put together a team of up to five walkers to compete against other county Alliances in Wisconsin. The walkers had to be Alliance members. Team miles were recorded beginning September 1, 2004 and ending November 30, 2004. Miles were reported to Carol Harding, WMS Alliance Health Promotion Chairman. The winning team will be recognized at the WMS Alliance Annual Meeting, April 15, 2005, in Madison and awarded free WMS Alliance memberships for 2005-2006.

## ALLIANCE DONATING GOLF PACKAGE FOR FUNDRAISER

The state alliance is currently looking for items for a "Golf Wisconsin" package that will be offered at the silent auction for the Wisconsin Medical Society Foundation fundraiser on Thursday, April 14. Instead of the usual "theme" baskets local

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## STATE ALLIANCE SCHEDULE

March 4-6	<b>North Central Leadership Training</b> Omaha, NE
March 11	<b>Board of Directors Conference Call</b> , 10am
April 15	<b>Annual Session – House of Delegates</b> Madison Club, Madison, WI 10am – 4pm
June 12-14	<b>AMA-Alliance Annual Session</b> Drake Hotel, Chicago, IL

## THOMPSON TO BE "ROASTED" AT ANNUAL FOUNDATION EVENT

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Prius (hybrid). Raffle tickets are \$100 each and a maximum of \$1,000 tickets will be sold. (The cost of the raffle ticket is not tax deductible.) Anyone interested in purchasing raffle tickets can contact Renee Reback at 608 442-3720 or by e-mail at ReneeR@wismed.org.

This year is the 50th anniversary for the Foundation. The proceeds from this event will go to scholarships for Wisconsin medical students and grants to individuals and organizations promoting healthy lifestyle choices.

## ALLIANCE DONATING GOLF PACKAGE FOR FUNDRAISER

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alliances have donated in past years, the board decided to put together one auction item and ask local alliances to donate to it.

We are hoping to put together a golf package that includes a round of golf for two and lunch at four or more clubs across the state. So far donations have come from two alliances. Donations of golf-related items will also be put into the package. For more information or to make a donation contact Jan Viste, janviste@aol.com.

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