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MEMBERSHIP DEVELOPMENT

Recruitment & Retention

We Touch Your Community

State Alliance Officers' County Visits

Highlights from Summer Board

The focus of the IMS Alliance summer board meeting was membership.



George Riesen, Cerro Gordo Co., presents her county's membership strategy.

George Riesen (Mason City), of the Cerro Gordo County Alliance, reported on that county's successful 2004-2005 membership drive. Looking for ideas to attract and retain members? Details of the CGCMSA's strategy can be viewed on the [IMS Alliance website](#).

Kathy Lariviere (Coralville) launched a DVD presentation of *We Touch Your Community*. This smile-provoking presentation highlights the benefits of

Alliance membership and the relationship among nation, state and county Alliances; it can be personalized for your county (put in pictures of your own members!) and is easily downloaded from the [website](#).

Cerro Gordo County Visit

On September 18, the IMS Alliance visited Cerro Gordo County to attend their Resident Physician Spouse meeting, the state officers' first county visit for the year.

The RPS get-together focused on issues facing the spouses and families of resident physicians. Topics included coping with tight budgets, absent spouses, raising young children and free activities available in the community. The Alliance provides support and resources for Resident Physician Spouse and Medical Student Spouse groups; visit our [website](#) to learn more.



County visits are of special importance because they reinforce the connection between the national, state and county Alliances. Resources provided by the AMA Alliance supply programs that are promoted at the state and county levels. Programs include *Faux Paw*, *Screen Out*, and *S.A.V.E.* projects such as *Anti-Bullying*, *Hands Are Not for Hitting* and *Healthy Lifestyles*.

MEMBERSHIP DEVELOPMENT

IMS Fall Reading Retreat

PUBLIC HEALTH

S.A.V.E.

Links

IMS Alliance
AMA Alliance

Click on our name to
contact us

Darshini Jayawardena
President

Debbie McCalla
President Elect

Maureen Lyons
Treasurer & Vice President

Patti Walden
Secretary

George Riesen
FOCUS Editor

Barb Hanas
Health Promotion

Kathy Lariviere
Membership

Barb Savage
Legislative Advocacy

Iowa Medical Society Fall Reading Retreat

Continuing our partnership with the IMS, IMS Alliance members have been invited to attend the 2007 IMS Fall Reading Retreat to be held in Decorah. The goal of the gathering is to provide physicians and their spouses an opportunity to discuss their reactions to major medical or personal life experiences; the situations are drawn from the literature selected for this retreat. Click on this link for more information:
http://www.secureserver.com/iowamed/secure/ReadingRetreat2_2007.pdf

Mark Your Calendar! Fall Board

All Alliance members are encouraged to attend the IMS Alliance Fall Board meeting to be held at the Comfort Inn, Story City, on October 25, 2007. We will be honoring past state presidents and, in a special ceremony, bidding farewell to our coordinator, Sandy Nichols. Items on the agenda include speaker Dennis Haney, from Iowans Fit For Life, who will be addressing the growing epidemic of obesity in youth and adults in Iowa; reports from delegates who attended the AMA Alliance Leadership Development Conference in Chicago; and the launching of the new state health project.

Contact Sandy Nichols for details: snichols@iowamedical.org

S.A.V.E. (this) DATE

October 10 is National SAVE Day. The AMA Alliance created Stop America's Violence Everywhere (SAVE) twelve years ago in an effort to build healthy families and safe communities. Resources offered by the Alliance are a children's activity book series that includes *You Don't Have To Be Bullied*, *Hands Are Not For Hitting*, *I Can Choose* and *I Can Be Healthy*. Other publications deal with elder abuse, parenting, stress, eating disorders, teen suicide and more. Looking for ideas? Visit

http://www.amaalliance.org/site/epage/40329_625.htm

IMSA Member of the Month: *Deb McCalla*



Debbie McCalla has been an Alliance member since she moved to Sioux City in 1992 and has served in many state and county capacities. She has a BS in nursing, working primarily in the coronary and cardiovascular intensive care units. Deb enjoys volunteering, skiing, biking, hiking and reading. She feels the most rewarding aspects of the Alliance have been the friendships, the benefits to her community of the Alliance programs and her own personal growth. Deb and husband Ken have two sons, Cody (19) and Taylor (17).