



# FOCUS

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### 2010-2011 IMSA Nominating Committee

The IMSA House of Delegates has entrusted the following members with discerning potential leaders for the 2011-2012 Alliance year:

**Maureen Lyons** (Marshall)  
**Bonnie Green** (Polk)  
**Dorothy Carpenter** (Jasper)  
**Maria Rundquist** (Woodbury)  
**George Riesen** (Cerro Gordo)

### Basket Auction & Book Exchange raise funds for AMAF and IMSF

**James Entwistle** (Scott) and **Becky Kresowik** (Johnson) report that the Annual Meeting basket auction and book exchange raised \$310 for the AMA Foundation and \$600 for the IMS Foundation (formerly the IMS Education Fund); the Past Presidents' Basket, which raises funds to purchase the president's pin and fund awards, brought in \$225.

## Iowa Medical Society Alliance: Strategic Planning Report Examining the trends and pondering the future

**Strategic Planning Discussion Summary:**  
 A strategic planning session was facilitated by Kathy Lariviere during the IMSA 2010 House of Delegates. Following a presentation of historical data and trends, there was general agreement that we could not continue to maintain the current board structure and activities with the limited manpower, resources and membership numbers available. The delegates determined the following during their Strategic Planning Session:

In response to "What do you want the IMSA to be?" there was general agreement that we need to go back to basics and offer support to medical families and more social activities. There was additional discussion on asking the Iowa Medical Society what role they would like IMSA to have to support their activities. Conversations with IMS leaders indicated that they highly value Careline Cards and that the IMS Foundation will be a priority to them in the next year. Following a break-out session, it was decided that existing committees would be restructured as follows:

- Essential Committees to the IMSA**
- Communications/Newsletter
  - Carelines
  - Membership
  - RPS/MSS Liaison (but needs to be reworked)
  - IMS Foundation

**Non-Essential Committees to be phased out:**

- Alliance Awards
- Doctor's Day/Medical Alliance Month
- Health Promotions (though some discussion)
- Fitness for Life
- Public Health
- SAVE
- Physician-in-Training Host Program
- IMPAC
- Legislation (though some discussion, so moved to split)
- Spouses Offering Support (S.O.S.) (though some discussion)

**Committees needed to maintain the business of the IMSA:**

- Alliance Advisory
- Annual Meeting (Essential but need to have changes)
- Bylaws
- Historian
- Leader's Guidebook (asked to be shortened)
- Finance
- Nominations
- Planning & Development

*Article continued in right-hand column of second page*

### Tess Young named Alliance Member of the Year

Tess has been a dynamic force in the state and local Alliance. She has served the state as president, vice president and parliamentarian, as well as by chairing a host of influential committees. Tess traveled within and beyond the borders of Iowa co-presenting over twenty Health Literacy presentations. Tess also organized "The Many Faces of Long Term Care," an educational forum on elder care presented in Des Moines and Iowa City. The Iowa Medical Society honored Tess and IMSA member Barb Savage with the John F. Sanford Award in recognition of her efforts to improve Iowa's health care environment. Tess is a lawyer and certified Nuclear Medicine Technologist; she currently serves as Executive Director of the Iowa Academy of Ophthalmology. Tess was married to radiologist Don Young, MD, until his death; she has two daughters and two grandchildren.



**Tess Young** (right) receives the Alliance Member of the Year award from Awards Chair, Debbie McCalla.



Debbie McCalla and Maureen Lyons, past presidents of the IMSA, will serve as co-presidents for 2010-2011.

## “Encore Presidents” for 2010-2011

Two former IMS Alliance presidents are accepting a jointly-held gavel of leadership for the 2010-2011 Alliance year. **Debbie McCalla**, in her role as immediate past president, mentored 2009-2010 IMSA President **Maureen Lyons**. “When I first became president, I was on the phone all the time with Debbie. She was so helpful in those first months when I was finding my way,” says Lyons of McCalla. The two developed such a close friendship and good working relationship that, when the Nominating Committee was unable to secure a president for 2010-2011, the two decided to reprise their former roles and serve as co-presidents. “I prefer the term ‘encore presidents,” says Lyons. McCalla and Lyons are looking forward to the coming year, and facing the challenges of steering the IMSA as it embraces a new leadership paradigm.

## Strategic Planning Report

*Continued from first page*

The following committees received a split vote and will go to the Planning and Development committee to make a recommendation:

- AMA Foundation (Split Essential & Non Essential)
- Hospitality (Non Essential & Housekeeping/Business)
- Legislation (Non Essential & Essential)

There was a discussion regarding obstacles to leadership and what aspects were within our power to change (time commitment and work load) versus what was not within our ability to change (changes in medical practice structures and the need for support from organizations, internet availability for socialization, etc.) Some of the other obstacles discussed included: Value to the IMS; the time and energy necessary to mentor new leaders; need to provide better training to new board members; and generational differences. We identified that having a speaker on generational differences at the summer or fall board meeting would be of interest.

A concept form of board restructuring was presented and discussed. A formal recommendation will come from the Planning and Development committee at the summer board meeting. The next steps and implementations schedule is as follows:

- ▶ Step 1 - Will take recommendations from today’s discussion to finalize next year’s board structure - Target completion Summer
- ▶ Step 2 - Get Board approval (Summer) and send structure to bylaws for rewrite by Winter
- ▶ Step 3 - Begin phase out of non-essential committees (Summer to winter)
- ▶ Step 4 - Begin refocused efforts on essential activities (Summer to Fall)
- ▶ Step 5 - Marketing/promotional campaign to members and communities (Summer to Winter)

## Resources

[S.O.S. blog](#)

[Physician in Training blog](#)

## Links

[IMS Alliance](#)

[IMS Alliance Coordinator](#)

[AMA Alliance](#)

## Click on our name to contact us

[Maureen Lyons](#)

[& Debbie McCalla](#)  
Co Presidents

[Kathy Lariviere](#)  
Vice President for Membership

[Stacie Fry](#)  
Secretary

[Bonnie Green](#)  
Treasurer

[George Riesen](#)  
FOCUS Editor

[Jolene Jebson](#)  
Health Promotion

### Summer Board is July 15 IMS Headquarters

1001 Grand Avenue  
West Des Moines, IA 50265

#### Reserve hotel room by June 14

Those planning to come to Des Moines the night before Summer Board, rather than driving in the morning of the meeting, take note: **A block of rooms is being held for the night of July 14 at the Drury Inn and Suites** (a new hotel near the West Glen Target store in West Des Moines, not far from Jordan Creek Mall) **for \$104**; this includes a hot breakfast and a 5:30-7:00 PM cocktail hour (3 free drinks and hot appetizers) **The rooms will be held at this special rate only until June 14**; You must call the hotel directly at 1.515.457.9500 or visit their [reservation](#) site to get the group rate ([group #2091815](#)).

Board members will receive their official Summer Board Meeting notice and information via email.

**All other IMSA members interested in attending, please contact Alliance Coordinator Deb Whitver to receive the meeting’s e-packet.**

### AMAF Fund for Better Health – start brainstorming now!

Though the deadline for grant submission to the AMA Foundation Fund for Better Health has not yet been set (last year it was July 15), now is the time to be brainstorming projects.

Visit the [Website](#) to read about recipients of previous Fund for Better Health grants, AMA Foundation success stories and to find answers to the most Frequently Asked Questions.

### Improving the health of Iowans...

### Sneak Peek at June FOCUS

- George Riesen to present program on generational issues for Summer Board
- Volunteer Service Award recipients
- Call for nominations for Spirit of Hermina Award