Tarhee Society Medical Society

Volume 74 | Spring 2020

2019-2020 Board of Directors

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President's Message

NCMSA 2019-2020 - REIGNITE

By Barbara Savage, NCMSA President, savageba0823@gmail.com



A new year, a new decade, and a new spring. Is it spring already? With the weather we have been having I think spring is already here. As spring arrives, we have been working on new programming and our NCMSA annual meeting. On March 24, the NCMSA had planned to sponsor Brieanne Lyda-McDonald, MSPH, Project Director, North Carolina Institute of Medicine (NCIOM) as she presented **Healthy North Carolina 2030, A Path Toward Health**. My focus this

year is access to care across the state and I believe the NCIOM's project addresses many of those issues. Due to the COVID-19 virus outbreak, this conference had to be canceled. We will reschedule this event later in the year. Please check our website for updates.

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NCMSA Annual Meeting 2020 Canceled

Due to the latest guidelines designed to slow the spread of COVID-19, the North Carolina Medical Society Alliance Board of Directors has decided to cancel the NCMSA Annual Meeting for 2020. The CDC recommends canceling gatherings of 50 or more people for the next eight weeks. With that news and with other recommendations from the U.S. Centers for Disease Control and Prevention regarding social distancing and other measures the NCMSA Board of Directors believes this step is the only responsible one to take.

We will miss the chance to interact with other NCMSA members and guests face to face but look forward to a time when in-person gatherings can take place once again. Please stay safe and make time each day to follow the latest recommendations regarding the COVID-19 outbreak. The North Carolina Medical Society website is a good place to look for information on the outbreak.

Healthy NC 2030 Program to be Rescheduled

By Gina Becherer; gmbecherer@gmail.com

No doubt many of you have received your invitation to our educational program **Healthy North Carolina 2030: A Path to Health**. Due to coronavirus concerns and medical expert recommendations, the NCIOM and NCMSA thought it best to cancel the event.

However, we will be rescheduling the program as soon as possible. The Healthy North Carolina 2030 initiative brought together experts from across the state to discuss issues and actions that needed to be addressed to improve the health of all North Carolinians. The process was painstaking in its complexity, given the diversity of our communities. The final report was released in January 2020 (link provided below).

Brieanne Lyda-McDonald, who led the project and facilitated the discussions, will speak to us about the indicators selected and how we move forward as a community to help meet our state's health goals by 2030.

We will keep all of you informed about the reschedule date.

http://nciom.org/wp-content/uploads/2020/01/HNC-REPORT-FINAL-Spread2.pdf

PATH TOWARD HEALTH

Keep Up with Legislative Affairs with NCMS Political Pulse

Did you know that the North Carolina Medical Society produces an ongoing series on the latest in North Carolina legislative affairs called the NCMS *Political Pulse?* Visit their website at ncmedsoc.org. to watch the updates so that you can follow what is going on in the legislature related to health care for North Carolinians and yours or your spouse's medical practice. The NCMS also produces a blog on the latest legislative affairs which can be found at https://www.ncmedsoc.org/political-pulse-for-march-6-2020-election-results/

Important Links for Information on COVID-19 — Coronavirus

By Kirby Sheridan; kirbypsheridan@gmail.com

With the spread of COVID-19, otherwise known as coronavirus, North Carolinians are forced to rethink their daily routines and long-term plans. Should you stock up on nonperishable food and extra medicine? How much should you buy? Should you travel away from home? Should you pick up take-out food from a restaurant or opt for delivery? Or, should you just eat meals you cook at home?

The NCMS Alliance wants to share some website links to information that can help you better understand the spread of the virus and what precautions you should take.

Below are several links to pertinent websites you may find useful.

Centers for Disease Control and Prevention

https://www.cdc.gov/coronavirus/2019-ncov/index.html

North Carolina Department of Health and Human Services

https://www.ncdhhs.gov/divisions/public-health/coronavirus-disease-2019-covid-19-response-north-carolina/health-care

U.S. Department of State Travel Advisories

https://travel.state.gov/content/travel/en/traveladvisories/traveladvisories.html/

American Medical Association

https://www.ama-assn.org/delivering-care/public-health/covid-19-2019-novel-coronavirus-resource-center-physicians

Seeking Annual Fund Donations

You can receive the set of four Love and Caring Cards!

Donors to the NCMS Alliance Annual Fund will receive the set of four Love and Caring Cards. Donations may be made in honor or memory of special people in your life who will be recognized in the next issue of *Tarheel Tandem*. The proceeds from the distribution or sale of these cards support the NCMS Alliance which focuses on improving the health of our communities in North Carolina.

Please use the Annual Fund donation form included with this newsletter or online at https://www.ncmsalliance. org/resources/Documents/NCMSA_97thAnnualFund_ DonorForm.pdf

Healthcare Issues in an Election Year: Sorting Fact from Fiction

By Sherry Clarke, AMA Alliance Legislation chair; sclarke0816@yahoo.com

(Reprinted, with permission, from the February, 2020 edition of the AMA Alliance LINK online newsletter)

This being a year of a presidential election, healthcare issues are in the forefront of legislator talking points. How do you sort out the facts from the fiction? What are the real issues? Who can explain the proposed legislative bills in bullets that are understandable?

- Start with your state organizations—medical societies or associations. Most states have an advocacy department that represents physicians. Many welcome Alliance members as a voice in medicine.
- Participate in advocacy events such as Doctor Day at the Capitol or the AMA's National Advocacy Conference.
- Join in conversations—participate in legislative alerts from the AMA; subscribe to state medical society newsletters/emails to keep up to date.
- Don't be afraid to ask. The AMA and state organizations are there to help with tools to assist with how to talk to legislators, key topics, and the "ask" needed from the legislators.

The first time I went on a legislative visit, I was scared I would say the wrong thing. Fortunately, I was accompanied by experienced physicians and I observed the process. Eventually, I was on my own. Here are some tips I've learned:

- You only have a few minutes so be clear and concise—have your talking points ready.
- Make it personal. How does this affect healthcare providers and the community? What are the pros or cons of the proposed legislation? Why?

- If possible, follow up with a letter. Make a visit to the legislator's hometown office.
- Get to know your legislators and build a relationship. They will come to know you as someone they can go to for questions and quidance.
- Remember they are just people and they don't know everything—you are there to help educate.

Alliance members can make a difference when contributing input for medical family issues and current legislation. The North Carolina Medical Society supports a number of important public health initiatives that are having an impact on North Carolina patients and patient care.

Want to learn more about some of the leading advocacy issues outlined by the North Carolina Medical Society or the AMA? Checkout the links below.

North Carolina Medical Society

https://www.ncmedsoc.org/category/current-legislative-session/ https://www.ncmedsoc.org/advocacy/

AMA

https://www.ama-assn.org/health-care-advocacy

https://www.ama-assn.org/ search?search=patient+grassroots+advocacy

https://www.patientsactionnetwork.com/join

NCMSA Holds Its First Giving Tuesday Event

By Gina Becherer; gmbecherer@gmail.com

GIVING TUESDAY is the biggest giving day of the year. The NCMSA 2019 GIVING TUESDAY event was intended to raise money and attract new donors to support our organization and the work we do to support communities across the state of North Carolina.



Special thanks to the **Noted.** candle company based in Boston, Massachusetts, for donating a portion of total sales made on behalf of NCMSA. Also, thanks to all NCMSA members, family and friends who made a purchase.



Don't Miss Out on This Promotion!

By Barbara Savage, AMA Alliance Opioid Misuse Awareness chair; savageba0823@gmail.com

(Reprinted, with permission, from the March, 2020 edition of the AMA Alliance LINK online newsletter)

Recognizing that opioid misuse is a national health epidemic, the AMA Alliance is focusing its efforts and attention on educating physician families and the communities in which they live about the causes, dangers, and treatments of opioid misuse and addiction.

Is your county or state Alliance planning an opioid misuse awareness program? Are you ordering opioid awareness resource materials to supplement your programing?

Thanks to funding from Alliance Health Education Initiative (AHEI), we would like to offer Alliances who use any of the Opioid resource materials on the AMAA website, https://amaalliance.org/1-opioid-materials/, a \$100 credit to help your programs.

This is an opportunity to assist our county and state Alliances to receive the materials they need to help raise awareness of the opioid epidemic in their communities.

A few weeks ago, an InfoFlash went out kicking off this promotion. Funding is limited, so don't miss out—order today.

To take advantage of this offer, when you are ready to order, call AMAA at 800-549-4619. You will be given a code to put in the discount code box on your order form in order to receive the \$100 credit. The number of credits is limited. The deadline for ordering is June 25, 2020, or until the credits run out. Let's partner together to battle opioid misuse across the United States. We look forward to hearing from you.

Racheal Kunesh Nominated for AMA Alliance Secretary for 2020-2021

By Kirby Sheridan; kirbypsheridan@gmail.com

Former North Carolina Medical Society Alliance President (2010-2011), Racheal Kunesh, has been nominated for AMA Alliance Secretary for the 2020-2021 term. Voting for the new AMAA officers will take



place at the AMA Alliance Annual Meeting, June 6-9, 2020, at the Hyatt Centric Magnificent Mile in Chicago.

Racheal has been active in her local Alliance in Concord, the Cabarrus County Medical Society Alliance, for more than 20 years, holding many offices including that of president. She was instrumental in coordinating one of the Cabarrus Alliance's major projects, the "Swing for the Kids" golf tournament, for 15 years. Racheal served on the NCMS Alliance board in several roles for 9 years while also working on projects at the national level with the AMAA. Currently, Racheal serves as the AMA Alliance Director of the Communications Council.

Aside from the many volunteer responsibilities Racheal manages, she is also a full-time chemical engineer, working as a Senior Process Engineer with Celgard in Concord. Racheal is married to Dr. Ben Kunesh and has three children in college or graduate school.

96th Annual Fund Recognitions

In honor of Barbara Savage
In honor of Lynn Takla
In honor of Carolyn Farris
In honor of Dr. Lynn Hammers
In honor of Racheal Kunesh
In honor of Uma Avva
by Kirby Sheridan

In memory of Eva M. Thompson
In memory of Wilma L. Thompson
In memory of Leslye A. Edinburg
In memory of Reginald Webster
by Dr. and Mrs. Pascal Udekwu

Advocates of the NCMSA

Mary Tyrey Jamie Hosseinian Beverly Wright

Friend of the NCMSA

Joan Kennedy

NCMS Alliance 97th Annual Fund

Donor's Name				
Print your name as it should appear for reco	ognition in the NCMSA	Tarheel Tandem newsletter		
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Annual Fund Donor Levels (please check one bo	ox helow)			
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☐ Champion (includes six packs of 4 cards each and six acknown	_		•	
■ Mentor (includes four packs of 4 cards each and four acknow	•	,		
■ Advocate (includes two packs of 4 cards each and two acknowns)	-	•		
☐ Friend (includes one pack of 4 cards each and one acknowledge)				
□ Surprise us with a donation level of your choice				
Surprise us with a donation level of your thorte	•••••		Ψ	
I want to honor these special people for	the NCMS A	lliance Annual F	und	
These special people will be recognized in the next issue of the				
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Payment	Please mail completed form to:			
☐ Check (Please make your check payable to NCMS Alliance)	NCMS Alliance, 1500 Sunday Drive, Suite 102, Raleigh, NC 27607			
Credit Card:	Donors will	receive cards within	three weeks of NCMSA	
Credit Card #	receiving donations and their special people will be			
CVV2 #	recognized i	n the next Tarheel Ta	andem.	
Exp. Date	Thank vo	u for your supp	ort!	
Name on Card	•			
Signature	NCMS Alliance is a 501(c)(3) charitable organization and donations are tax-deductible.			

County News

Cabarrus County Medical Society Alliance

By Kirby Sheridan; kirbypsheridan@gmail.com

For more than forty years, the Cabarrus County Medical Society Alliance has performed vision screenings for elementary school children in Cabarrus County. The state of North Carolina requires that children in the public schools have their vision checked at some point during their elementary school years. The CCMS Alliance realized that they could perform a valuable service that would touch many families if they offered to take on this project. Thus, the Vision Screening effort developed.

Through the years different CCMS Alliance members have stepped up to chair this labor-intensive effort, recognizing the service it provides to the community. Three days a week, from late September through the third week of November each year, volunteers from the Cabarrus County Medical Society Alliance, along with their family members, friends, local nursing students and other volunteers, perform vision screenings of second and fifth graders in Cabarrus County Schools and some private and charter schools. They coordinate this effort with the Cabarrus Health Alliance—the county health department that oversees the school nurse program and vision screenings, among many other health initiatives.

This year, Sheila McParlin and Kirby Sheridan co-chaired the Vision Screening project. They provided training for any new volunteers, made sure each school had enough volunteers and ensured that screening supplies were available. Nancy Patel, former project chair, handled volunteer sign-up and ordered needed supplies. One or more of these three women were at each screening session.

At the end of the 2019 screening effort, more than 5300 second and fifth graders at 21 schools were screened. Across the schools, 665 students were rescreened by the school nurses and 245 students were referred for professional care. As several school nurses observed, parents may not realize their children cannot see because the child may not realize they have a vision problem. Teachers remarked that it is very rewarding to watch a child blossom in the classroom once their vision has been corrected.

The Cabarrus County Medical Society Alliance is determined to continue this project, as the community impact is so great. The key to filling the need for volunteers is through continuing to reach out to potential members to join the CCMS Alliance and to continue to form other alliances with nursing programs and other sources of volunteers and entities such as the Cabarrus Health Alliance.

Greater Greensboro Society of Medicine Alliance

By Alisha Maynard; alisha94rn@hotmail.com

We are thrilled to announce the 2020 Greater Greensboro Society of Medicine Alliance Community Service Project.

"Fueling the Mind" will begin on February 1, 2020 and run throughout the month in support of the Spartan Open Pantry (don't worry — Scrubs vs. Suits will return in 2021!). As you can see, we



are off to a great start thanks to our book club that has already collected over \$225 in gift cards and jars of peanut butter for the food drive!

Our community is awakening to the fact that 1 in 3 students that are enrolled at the University of North Carolina at Greensboro is food insecure, and that 1 in 5 students has skipped meals due to a lack of money. UNCG is consistent with the national average for food insecurity. In fact, UNCG has the highest rate of food insecurity of all the North Carolina state-supported universities. Who would have known? It is heart-breaking to know that these students are hungry, and not just for knowledge. We want to do something about it and aim to help through this project.

The Spartan Open Pantry, or SOP, is UNCG's food pantry for students who need assistance. The pantry was formally started in 2013 and was developed and continues to be directed by Andrew Mails. Andrew recognized the needs of the insecure students on the UNCG campus. What started as a small food pantry in his closet has grown into a successful cooperative program. The SOP runs on a shoestring budget and enlists the help of student and community volunteers. In the spring of 2019, 428 UNCG students were able to utilize the food pantry. Our mission is to conduct a food and non-perishables collection drive along with collecting monetary donations from the community to help support this cause.

In other news, we are in the process of accepting applications for college scholarships from high school and UNCG nursing students alike. We will entertain the winners at our annual scholarship brunch in March.

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Healthy Charlotte Alliance

By Karen Chandler; karenchandler20@gmail.com

2019 Community Health Classroom Recap

Thanks to our members and sponsors, the **2019 Community Health Classroom** was a great success! On October 10, Healthy Charlotte Alliance convened 160 members, business

leaders, healthcare professionals and general community members around the difficult, but important topic of Mental Health, Help and Hope. Vital Insights: Understanding Depression and Suicide.











Dr. Elise Herman, Novant Health, debunked a widespread myth that talking about suicide will lead to suicide. In fact, talking about suicide reduces the stigma, and allows individuals to seek help, rethink their options and share their story. She encouraged us all to talk more about mental health and suicide.

Victor Armstrong, Atrium Health, shared the importance of making upstream investments to improve mental health in our community. He encouraged us to look to the challenges and trauma our youth face and ways we can mitigate those issues to improve mental health outcomes in the long-term.

Missy Willis, MHA storyteller, shared a beautiful letter of loss, strength and hope, challenging us all to take some time to turn our attention to suicide prevention...to listen more...and to show more compassion and love.

Importantly, attendees were challenged to *Know One Mental Health Resource*. Armed with a mental health resource guide, guests now not only know what to look for, but they also know what to do and where to turn if they see someone exhibiting warning signs.

HopeWay Program Tour

In alignment with our mental health investment priority,

and continuing the important conversation from the Community Health Classroom; on October 23, Healthy Charlotte Alliance



members and guests toured HopeWay, a state-of-the-art, holistic mental health center for adults in Charlotte.

Many thanks to Board Treasurer, Leslie Aronovitz, for leading our members and guests on this important program tour!

Healthy Gut, Healthy Brain

On November 13, 65 Healthy Charlotte Alliance members and community members heard from Brian Jerby, MD, an integrative

Gl specialist and surgeon, on the connection between the gastrointestinal system and the development of Alzheimer's disease and other neurologic disorders.



We learned that we are an overfed, yet malnourished society. Still, our genes do not have to define our future. Alzheimer's Disease is preventable. Dr. Jerby shared practical ways to prevent or reverse cognitive decline.

Serving Up Hope: Bringing a Meal to The Relatives

On January 7th, members of Healthy Charlotte Alliance volunteered their time and cooking skills, to provide a meal and a small sense of home for youth staying at The Relatives.

The Relatives Youth Crisis Center is a safe place for children who have run away from home, are homeless, or are simply going through a rough family situation with nowhere else to turn.



Healthy Charlotte Alliance supported

L-R: Christina Nunez (Volunteer Coordinator, The Relatives), Cathy McBride, Bobbi Malton, Eileen Ray.

The Relatives with a \$10,000 grant in 2018 and we are honored to now support this important organization through a hands-on volunteer service opportunity.

Thank you to Mimi Compton for leading this important service opportunity!

Thank you to our wonderful members, Leslie Aronovitz, Mimi Compton, Rhonda Coumas, Lisa Duggins, Bobbi Malton, Cathy McBride, Meeti Nigam, Eileen and Josie Ray, and Joan Scharf, who generously donated food and their time, to support children in crisis. *continued on page 8*

County News continued from page 7

2019 Past Presidents' Luncheon

We recently enjoyed celebrating past Board Presidents of Healthy Charlotte Alliance. Thank you for your tremendous leadership and far-reaching impact!



Seated: Anne Fehring (host), Mimi Compton; Standing: Lois Benjamin, Sherry Ward, Karen Chandler, Tammy Bridges, Patsy Reames, Darlene Beard, Marie Price, Becky Williford, Nancy Carter

The Alliance Community: Combating Erosion in the East

By Chrystal Harris, MD; chrystal@crystalvioletsolutions.com

The physician family has changed significantly since the AMA Alliance began in 1922. Females comprise a larger percentage of the profession. More physician spouses have careers. Also, many physicians are working in diverse arenas and non-clinical areas. At the same time, an increasing number of physician families are touched by burnout, addiction, mental illness, and other personal challenges. Most cope in silence. Add to it growing occurrences of physician turnover, layoffs, and relocations, and that is a recipe for isolation and disconnect. Where do we fit in this changing environment?

In 2019, both the American Medical Association and American College of Surgeons cited studies that show how local groups which combine professional solidarity with community involvement can be effective against some of these negative factors. These groups reportedly help create "a sense of place, purpose, and belonging" for which we all yearn. This need is especially strong in rural locations where doctors may serve in economically distressed areas that lack many of the benefits of a robust city life.

In eastern North Carolina we have seen an erosion of our local professional groups. Over time this erosion has decreased organizations that focus on comradery and connection to the community. Many counties no longer have an active Alliance, including Pitt County which houses a teaching hospital and the densest population of doctors in the region. Hence, a few of us NCMSA at-large members are establishing a new eastern Alliance. Our main goal is to support physician families. We have a two-pronged approach: welcoming relocated physician families and engaging with formerly active members through our STAR outreach. Utilizing STAR means we strive to keep our methods Simple, Targeted, Accessible, and Relevant. This year will bring our "new members" drive, bi-monthly social gatherings, quarterly health advocacy education, and collaborating on established health-related service projects.

As we roll out our STAR treatment, some meetings will be virtual, and we welcome you to join us. If you are interested in renewing the mission in the east, contact me: Chrystal Harris at (919) 931.0341 or email: chrystal@crystalvioletsolutions.com

Rowan County Medical Society Alliance

By Charlotte Hall; chhall6670@gmail.com

The Rowan County Medical Society Alliance's major focus is our support of the Community Care Clinic of Rowan County. The clinic's mission is to provide primary medical and dental care and prescription medications to qualified underserved and uninsured adults in Rowan County. 2020 will be the 22nd year that we have produced a spring fashion show to raise funds for the clinic. More

than \$270,000 has been donated to the clinic which operates with most services provided by volunteer physicians, dentists, and pharmacists. This allows them to multiply the value of funds with each dollar given worth \$8.00 in service. Our total donations through the years have provided more than \$2,000,000 in services.





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County News continued from page 8



In December, 2019, our Alliance members met at the Clinic to dedicate a red bench in memory of Patsy M. Reynolds, a 40+ year member who passed away earlier in 2019. The bench is located outside the entry door of the clinic for patient use.

Patsy was our beloved "Hat Lady" at the fashion shows. She wore many extravagantly elegant hats through the years as she sold chances to win a \$100 bill. She will be remembered and missed by all.

This year's **"Fashions for a Cause"** show and luncheon will be held in Crystal Lounge at Catawba College on April 1, 2020, at 11:00 am. We look forward to another sold out show!

Wake County Alliance

By Gina Becherer; gmbecherer@gmail.com

In November, members of the Wake County Alliance started the Fleece Blanket Project. The objective of the project was to provide fleece blankets to support The Green Chair Sweeter Dreams Program.

Nearly 5,000 children in Wake County are sleeping on floors or sharing crowded beds with others and not getting the sleep they need to be able to learn at school.



The Wake County

Public School System social workers identify students who do not have their own beds. Along with a bed, children receive a donated sheet set and comforter from The Green Chair Project.

President's Message continued from page 1

We were working diligently, planning the NCMSA annual meeting. But now, erring on the side of utmost caution, we have canceled the annual meeting. Our plans this year included Jamie Valvano as our keynote speaker and Rose Hoban, editor of NC Health News as our Hubbard luncheon guest author. I hope we will be able to bring these two speakers to a gathering of our membership sometime in the future. I tell you this so you can see we were planning a very exciting meeting.

I will be returning as President for the 2020-2021 Alliance year. Moving forward I really want to hear from you, the members "with boots on the ground". I know our counties are struggling and we at the state are here to help. What do you need? What topics would you like us to address? If your county is having a program, we want to know about it and promote it on our website and on our social media. Let us work together advocating for the health of our communities and reigniting our Alliances.

These are very challenging times and because of that this was my third rewrite for this message. We must take care and heed the directives of our healthcare professionals as well as our elected officials. When this is just a memory, I hope we can all come together and work in unison to improve the health of all North Carolinians.

So, stay strong and carry on!

I look forward to hearing from you throughout the year.

LET'S REIGNITE!!

The Wake County Alliance sought to provide a little extra warmth with hand-tied fleece blankets made by Alliance members. Even family and friends pitched in.

Tickets are now ON SALE for our annual fashion show,

Fashion for Funds.

This year's event will be held on March 18 at the North Hills Club in Raleigh.





Proceeds from the fashion show and raffle will go to support the Urban Ministries Open Door Clinic located in Raleigh. We would love to see you there. To buy tickets, go to: https://www. wakecomedicalalliance.com/fashion-for-fund.html



Calendar of Events

March 24

NCMSA Presents: Healthy NC 2030 Presentation and Discussion North Creat Newscatte or Medicine See article on page 2.

March 18

"Fashion for Funds"
Wake County Allia (2) (1) leigh
See Wate report on page 9.

April 1

"22nd Annual Fashions for a Cause" Rowan County Allia (c. o lisbury See 1021 Deport on page 8.

April 28

Question, Persuade, Refer (QPR) Training Healthy Charlotte Alliance

May 5-6

NCMS Alliance Annual Meeting

June

Membership Renewals are Due for June 2020-May 2021 Watch your email and postal mail.

June 6-9

AMA Alliance Annual Meeting
"Connect and Grow"

Hyatt Centric Magnificent Mile Hotel
Chicago, Illinois
Details: www.amaalliance.org

What's In It for Me?

By Uma Avva, NCMSA Nominating Chair, uavva@triad.rr.com

Perhaps this is the first question that comes to mind when you are asked to serve on the NCMSA Board or a committee. For me the answer has always been threefold: purpose, fun, and fellowship. It is not too late to join an NCMSA Committee. We need extra hands and creative minds to help with communication, fundraising, and programs this year. If you have other passions or skills that you would like to contribute or are interested in serving on the NCMSA Board next year, don't hesitate to contact me at uavva@triad.rr.com.