

Tar Heel Tandem

THE NEWSLETTER OF THE NCMS ALLIANCE: MAKING A DIFFERENCE!

Volume 61 Number 1

Summer 2010

*Your Dues Make
a Difference*

2010-11 Dues

Notices are now being sent.
Prompt payment helps.
Please send in your dues today.



North Carolina Medical Society Alliance 2010-11 Board of Directors

Racheal A. Kunesch
President

Holly Anderson, Chapel Hill
Tamara Bridges, Charlotte
Cheryl Ermini, Lumberton
Teresa Forrester, Wilmington
Carolyn Green, Greensboro
LaRinda Huntley Kaplan, Raleigh
Teresa John, Greensboro
Anne Kahn, Gastonia
René Kikel, Hickory
Paige McLaurin, Raleigh
Julie Newman, Raleigh
Margi Shah, Fayetteville
Charlene Slaughter, Charlotte
Wanda Smith, Salisbury
Lynn Takla, Concord
Patricia Udekwa, Raleigh
Rebecca Williford, Charlotte
Beverly Wright, Greensboro
Maya Zumwalt, Raleigh

Angie Wainwright, Executive Director

PO Box 27167
Raleigh, NC 27611-7167
919-833-3836
800-722-1350
Fax: 919-833-2023
www.ncmsalliance.org



Get Fit NC 5K December 4, 2010

Get ready to lace up your running shoes and join Alliance members and supporters for the 2010 Get Fit NC 5K Road Race and Fitness Walk hosted by the North Carolina Medical Society Alliance. The event will be held on December 4 in Wake Forest, NC, located just a few miles north of Raleigh.

The Get Fit NC 5K is part of the NCMS Alliance's commitment to promoting physical activity and good nutrition to improve health. All net proceeds from the race are dedicated to providing equipment for public school physical education programs in need across the state.

The event recognizes the need for communities to join together in turning back the tide of the obesity epidemic in North Carolina and throughout the country. According to the 2009 report from the Trust for America's Health, North Carolina ranks 11th in the nation for obesity in young people ages 10 - 17. Physicians see firsthand the most disturbing consequences including the increased prevalence of cardiovascular risk factors in overweight children and adolescents

Increasing physical activity at home and at school plays a critical role in combating this epidemic, however many physical education programs lack the equipment and funding to introduce kids to the joys of exercise and lifelong fitness.

As a result of the Get Fit NC 5K, physical education programs desperate for equipment have received help in the form of jump ropes, pedometers, exercise balls and much more. Many of the schools receiving support are in communities where the obesity rates are often the highest and funds are most scarce.

So far, funds dedicated from the Get Fit NC 5K have reached more than 4,000 students in our state. A few of the projects that have received support are highlighted in this newsletter.

Please join the Alliance and walk, jog or run with physician families to help put needed materials in the hands of teachers and encourage children to develop healthy habits to last a lifetime. Don't forget to bring your family and friends along too!

Register today online at www.active.com or download a registration/donation form at www.getfitnc.org.



Supporters get moving in support of the Get Fit NC 5K.

From Your President

Racheal Kunesh



Welcome to the 2010 Summer Tar Heel Tandem! I hope you have had a chance to relax and enjoy the sweetness of summer and that you will be refreshed and energized as we prepare to get back into a more routine swing of things

North Carolina was well represented at the 2010 AMA Alliance Annual Meeting. Gay Bowman, Tammy Bridges, Anne Kahn, Julie Newman, Barb Savage, Charlene Slaughter, Beverly Wright and Pat Udekwu joined me as we met with members from across the country. Gay Bowman gave a touching memorial tribute to our own John Lovin who was serving as AMA-A treasurer until his sudden death this past November. We were excited to see the Mecklenburg Medical Alliance and Endowment receive a HAP award for their Lucky Hearts campaign. We are also proud of our members serving as national alliance leaders including Julie Newman, Membership Marketing Advisory Committee Chair, Beverly Wright, Bylaws Committee Chair, as well as Anne Kahn and Barb Savage, Nominating Committee members.

The state alliance board has been hard at work this summer developing plans for additional programs, membership development and fundraising events. We met to finalize these plans at our annual board retreat and meeting in early August.

The Get Fit initiative is stepping it up a notch this year with the County Challenge scheduled to begin October 1st. Get your team together and make sure they are all state alliance members so their miles count! The Get Fit NC 5K is scheduled for December 4th in Wake Forest. If you are not able to make it to the run, we welcome you as a phantom runner. All proceeds from the race are given as grants for physical education equipment awarded through Donors Choose.

Our second annual Bid for Better Health on-line auction is scheduled for November 1st - 14th; watch the state website for more details. We hope you will check out the wonderful items and bid often!

We would love to share your local alliance events with others across the state via our NCMS Alliance website, so please send us your calendar of events as soon as possible. If you have an event and would like a state leader to be present, just let Angie or me know and we'll get someone there! I cherish the opportunity to connect with members across the state – that has to be the best part of being president!

As always, I am honored to serve you; please feel free to shoot me an email at racheal.kunesh@gmail.com if you have ideas, questions or even complaints, to share.

Racheal Kunesh



Angie's Notes

Greetings from your NCMS Alliance state headquarters! I hope that everyone is doing well and looking forward to a wonderful Alliance year.

We are very excited to host our 4th Get Fit NC 5K on December 4, 2010 in Wake Forest, NC. The NCMS Alliance is committed to building on these important efforts and invites our members to join us as participants during the 2010 Get Fit NC 5K. Included on page 7 of this newsletter, we have information on how to register or donate to Get Fit NC 5K. Registered participants and our "phantom" runners will receive a very special race event shirt.

So far, funds dedicated from the Get Fit NC 5K have reached more than 4,000 students from all over our state. We have highlighted just a few of the projects that have received funding. Additional information is available on the web site at www.ncmsalliance.org.

Don't forget about the Get Fit NC County Alliance Challenge which is set to begin October 1. Last year's challenge included more county Alliance teams than ever before and we hope to increase participation this year! Everyone is encouraged to take part in this year's challenge to increase physical activity and improve health. On the web site, we have posted all the details including a calendar you can print and use at home to track your exercise miles.

Please keep us updated on your county Alliance events and fundraisers. We will include information on our state web site and on our county calendar. If you have any questions or need any assistance, please contact me at 919-833-3836 x124 or email at ncmsalliance@ncmedsoc.org.

Tar Heel Tandem is published four times a year by the North Carolina Medical Society Alliance.

Next Deadline: October 15

Please send submissions by email at editor@ncmsalliance.org



2010 NCMS Alliance Board Meeting and Retreat. Top row left to right: Paige McLaurin, Lynn Takla, Teresa Forrester, Cheryl Ermini and Racheal Kunesh. Bottom row left to right: Holly Anderson, Beverly Wright, Tamara Bridges and Carolyn Green.

“How Does Your Meal Measure Up?” Portion Control Placemat



The NC Medical Society Alliance has developed the “How Does Your Meal Measure Up?” placemat focusing on the importance of portion control in maintaining a balanced and healthy diet. The placemat

features information on portion size for each major food group as well as guidance on the relationship between daily serving size requirements and caloric intake needs. The project was launched with the support of the NCMS Alliance Board of Directors and the North Carolina Medical Society. The placemat debuted during the first week of the NC General Assembly

session in 2010. More than 1,000 placemats were distributed through the cafeteria located in the NC Legislative Building.

The meals served in restaurants and at home often include multiple servings of food groups leading to individuals “super-sizing” their own meals. The primary purpose of the “How Does Your Meal Measure Up?” placemat is to emphasize the critical role that portion control plays in maintaining a healthy diet.

The next phase of the project includes working with county Alliances to make the placemat available in communities across the state. The placemat is available for download from the NCMS Alliance web site at www.ncmsalliance.org along with helpful resources and a link to a “Portion Distortion” quiz. County Alliances interested in purchasing placemats to distribute locally should contact the NCMS Alliance office.



2nd Annual Bid for Better Health hosted by the NCMS Alliance November 1 – 14, 2010

Mark your calendars and make a healthy bid in support of the NCMS Alliance during the Bid for Better Health, an online auction dedicated to supporting Alliance health promotion projects and community grants.

County Alliance Web Sites and Blogs

Cabarrus County Medical Society Alliance
www.ccmsalliance.com

Greater Greensboro Society of Medicine Alliance
www.ggsma.org

Haywood Medical Society Alliance
www.haywoodalliance.org

Mecklenburg Medical Alliance and Endowment
www.mmaeonline.com

Medical Alliance of the Piedmont
www.medicalallianceofthepiedmont.com

Onslow County Medical Society Alliance
www.ncmsalliance.org/onslow.htm

Wake County Medical Society Alliance
<http://www.ncmsalliance.org/wcmsa.htm>

Triangle Medical Spouse Alliance Blog
(previously Medical Auxiliary of UNC Hospitals)
<http://trianglemdspouses.blogspot.com>

If your county Alliance does not have a web site and would like to have a dedicated web page on the state Alliance site, please contact the office at 919-833-3836, ext. 124 or email ncmsalliance@ncmedsco.org. The NCMS Alliance will put together a page on its web site at no cost to your county Alliance.

2010 AMA Alliance Annual Meeting Highlights

The AMA Alliance Annual meeting was held in Chicago in June with a full delegation representing NC. During this session, significant changes to the AMA Alliance bylaws were passed. The bylaws changes will promote the message of inclusion and increased opportunities for participation by the individual member. This streamlined structure will give the Alliance more flexibility to adapt to change and to address important health promotion and advocacy issues as they arise. The full bylaws document is available on the AMA Alliance web site at www.amaalliance.org.

Alliance members from North Carolina elected to leadership positions with the AMA Alliance include Julie Newman, Membership Marketing Advisory Committee Chair, Beverly Wright, Bylaws Committee Chair; Barbara Savage, Nominating Committee member



and Anne Kahn, Nominating Committee member.

The Mecklenburg Medical Alliance & Endowment received one of two Health Awareness Promotion (HAP) Awards in the area of community service. Charlene Slaughter accepted the award on behalf of the MMAE and presented the Lucky Hearts Campaign project to the annual meeting attendees. Congratulations to MMAE on their award and wonderful achievement!

Charlene Slaughter (right) accepts the 2010 HAP Award from AMA Alliance President Nancy Kyler (left) on behalf of the Mecklenburg Medical Alliance & Endowment.



AMAA Annual Meeting Attendees from NC (left to right): Charlene Slaughter, Anne Kahn, Gay Bowman, Tamara Bridges, Barbara Savage, Julie Newman, Racheal Kunesh, Beverly Wright and Patricia Udekwu.

Save
the Date!

2011 Southern Regional Alliance Leadership Development Conference

Mark your calendar and plan to attend the 2011 Southern Regional Alliance Leadership Development Conference hosted by the Florida Medical Association Alliance. This event will include association development, social networking, health promotions, a fun-loving mouse and the occasional super hero!

The conference is scheduled for January 15-16 at the Loews Royal Pacific Hotel at Universal Studios in Orlando, Florida. For more information and details regarding hotel reservations, please visit: www.southernregionalalliance.webs.com

*The North Carolina Medical Society Alliance wishes to thank
our 87th Anniversary Annual Fund Contributors*

Sadie McCain Circle

*Julie Newman in honor Joan Newman, Beverly Wright, Anne Kahn, Racheal Kunesh,
Patricia Udekwu, Nancy Kyler and Jo Terry
Maya Shenoy*

Champion

Rachel Pace in memory of John Lovin and in honor of NCMS Alliance Leaders

Advocates

Helen Brennan in memory of Lillian Evelyn Hansen Rau, Margery Brennan and Geraldine Romanstad

Mary Frances Forrester in honor of Wyndi Maxwell, Gloria Lucioni and Teresa Forrester

Jessica Goglin in honor of Melide Normand and in memory of Catherine L. Ryan and Sylvia A. Goglin

Anne O. Kahn in honor of Patricia A. Orazem, Catherine Kahn and Jennifer Kelso

René and Stephen Kikel in honor of Marjory Kikel and Betty Ginex

*Mrs. John L. McCain in honor of Mary Eloise McCain Hassell and in memory of
Mary Howell Perrett Ray and Sadie Lou McBrayer McCain*

Susan E. Hammer in honor of Kelly Archambault

Jamie Hosseinian in honor of Rachel Pace, Susan Hammer and Peggy Hurt

Becky Williford in honor of Joan Scharf, Jessica Goglin and Mrs. Jack Smith

*Beverly Wright in memory of May Morgan Allman,
Mary Eulalia Thompson Wright and Helen Medley O'Bryan*

Friends

Holly Anderson and family in honor of Mary Lou MacLaughlin

Gay Bowman in honor of Gaynelle Mastin

Linda-Lee Hanrahan in memory of Gretchen Hussey and Bernice Hanrahan

Carolyn T. Green in memory of Opal Throckmorton

Dr. and Mrs. Brian P. Hearon in memory of Aileen Cowart

Ann Faris in honor of the NCMS Alliance

Ben and Racheal Kunesh in honor of Judy Kunesh

Fran and Don Russ in honor of Dorothy Davis and Phyllis Thompson

Kirby and David Sheridan in honor of Patricia J. Phifer

Ann D. Siva in honor of Mrs. Doris B. Davis

Tracy Thomason in honor of Rosalind Thomason

Patricia and Osi Udekwu in memory of Leslye Ann Edinburg

Paul and Susan Vadnais in honor of Robin Bichy

Bonnie and Leon Woodruff in memory of Wendy Painter

Medical Alliance of the Piedmont in memory of Elizabeth Adams and Katherine Janeway

Get Fit NC Projects

Please visit www.ncmsalliance.org for a listing of additional projects that have received funding through Get Fit NC.



Let's Have a Ball with Fitness!

Rocky Point, NC

"I am a physical education teacher for a grade 3-5 elementary school in rural Pender County, North Carolina. We currently have approximately 420 students and we serve a number of students with adapted needs. Needless to say, funds are limited.

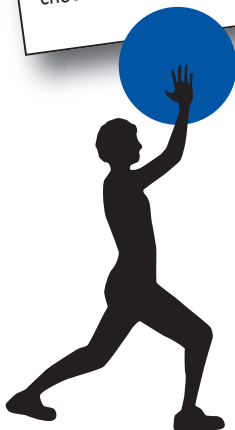
After 10 years in Higher Education, last year I returned to my first love, teaching elementary school physical education. The two biggest things I noticed with my students was a lack of basic sport skills and an overall poor fitness level. My goal with this proposal is to address the latter. The media is constantly bombarding us with the state of health related fitness in America. The research supports the fact that we need to start to educate people as young as possible. A healthy lifestyle at a young age results in healthier, more active lifestyles later on.

I have slowly but steadily began improving our "stock" of fitness equipment. One thing that would benefit our program is to have six exercise balls or fitness contour balls"

— Mr. W.

Note from Mr. W:

"We appreciate the donation to purchase fitness balls. In this age of growing obesity rates and sedentary lifestyles, it is important to get the body moving! These fitness balls will help our teachers and students get moving and once they see the benefits, maybe choose to adopt a more healthy lifestyle. Thank you so much!"



Jumping in Any Weather

Hot Springs, NC

"I teach in a rural North Carolina mountain elementary school. I have 26 students in my 4th grade class. We spend 30 minutes each afternoon dedicated to physical education. Our gym is a great place to be active during bad weather. But we do not have equipment for the students. I'd like to have a classroom set of 28 jump ropes so that each student could participate in teacher instructed activities and student directed jump rope activities. I'd like to have 6 long ropes so that we can learn group jumping skills leading up to double-dutch jumping. I'd also like to have a video demonstrating jump rope skills and music to jump by. This addition of jumping ropes to our physical education equipment would be a great way to keep us physically active rain, snow, or sunshine."

— Mrs. K

Note from Mrs. K:

"This is so exciting! Thank you so much for funding our Jumping in any Weather jump rope request. Your gift is such a motivation to keep on working to meet the needs of the students of this rural North Carolina school. Health and Physical Education will get such a positive boost with your donation."



Fit and Healthy Kids!

Matthews, NC

"I am requesting a playground set that includes, playground hula hoops, jump ropes, bean bags, cones and a bag to carry it all in. This set is the perfect starter set for any new teacher. It will allow me to teach my students many of the playground games we played as kids. I am really excited to teach them some of my favorites including, passing the river, hot potato, kick ball and jump rope. Many children in America are not getting the physical activity they need to be healthy. By teaching my students new activities they can do outside, I hope that I will inspire them to be fit and healthy children that turn into fit and healthy adults."

— Mrs. P

Note from Mrs. P:

"I do not know how to express my excitement over your donation. I am very excited to see that there are organizations in North Carolina that share my desire to have healthy and happy students. I am ecstatic that my students will have these playground toys to help them stay fit.

The materials you have funded will allow my students to be more active in school. Not only will they be able to play games that they already know or make-up but I will also be able to teach them many of the games I loved to play as a child. Optimistically, this will follow these children home as some of their favorite games, so that they continue to be active outside of school. Again, thank you for your generous donation."

2010 Get Fit NC 5K

Proceeds benefit physical education programs in North Carolina public schools

December 4, 2010, 9 a.m.
Wake Forest, NC

Entry Fees:

- \$25.00 for pre-registered participants
- \$30.00 for registration after November 26, 2010
- Pre-registered participants guaranteed to receive an official GetFit NC 5K Race Shlirt

Awards:

- 1st and 2nd place overall male and female
- 1st place male and female in each age division

| | | | |
|-----------------------|---------------------|--------------|--------------------|
| Age Divisions: | 19 and under | 20-29 | 30-39 |
| | 40-49 | 50-59 | 60 and over |

Sponsored by:
North Carolina Medical Society Alliance



www.ncmsalliance.org

Pre-register by: November 26, 2010

For details visit:
www.ncmsalliance.org

Get Fit NC 5K Registration Form

5K Registration - \$25 Phantom Runner - \$25 Donation (\$20 tax-deductible)

(Registration Fees Increase to \$30 after November 26)

**Registration and Phantom Runner includes an official Get Fit NC Race Shirt*

Race Shirt Size (circle one) Youth Large Adult Small Adult Medium Adult Large Adult X-Large

First Name _____ Last Name _____
 Address _____ City _____
 State _____ Zip _____
 Phone _____ Email _____
 Age on Race Day _____ Sex: M F DOB _____ Month: _____ Date: _____ Year: _____

_____ Enclosed is my check payable to NCMS Alliance _____ Charge (please provide information below for credit card)
 Name on the card _____
 Visa/MasterCard No. _____ CVV2#: _____
 Expiration Date _____

I have read and agree to the race waiver printed below. Parent or guardian must sign if applicant is under 18 years of age.

Signature _____ Date: _____

Submit a completed form and registration fees to NCMS Alliance, P.O. Box 27167, Raleigh, NC 27611 or fax to 919-833-2023

2010 Get Fit NC 5K Race Waiver - I know that running a road race is a potentially hazardous activity. I should not enter and run unless I am medically able and properly trained. I agree to abide by any decisions of a race official relative to my ability to safely complete the run. I assume all risks associated with running in this event including, but not limited to: falls, contact with other participants, the effects of the weather, including high heat and/or humidity, traffic and the conditions of the road or trail, all such risks being known and appreciated by me.

Having read this waiver and knowing these facts and in consideration of your accepting my entry, I for myself and anyone entitled to act on my behalf, waive and release the Town of Wake Forest, the Wake County Public School System, the North Carolina Medical Society Alliance, Jim Young, Young & Associates and all volunteers, all sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in this event even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver. I grant permission to all of foregoing to use any photographs, motion pictures, recordings or any other record of this event for any legitimate purpose. I understand that bicycles, skateboards, roller skates or blades, animals and radio headsets are not allowed in the race, and I will abide by these guidelines.

If, for reasons out of our control (i.e. an ice storm or such), we are unable to hold the event on the scheduled day, the race will be cancelled and not rescheduled. However, we will make all t-shirts available to those that registered. We will make every effort to run the race as long as it is safe to do so.

NCMS ALLIANCE 2010-2011 CALENDAR

| | |
|-----------------|---|
| SEPTEMBER 25-28 | AMA ALLIANCE LEADERSHIP DEVELOPMENT CONFERENCE, CHICAGO, IL |
| OCTOBER 1 | 2010 GET FIT COUNTY ALLIANCE CHALLENGE |
| OCTOBER 1 | NCMS ALLIANCE BOARD OF DIRECTORS MEETING (TELECONFERENCE) |
| OCTOBER 8 | COUNTY ALLIANCE TELECONFERENCE |
| NOVEMBER 1-14 | NCMS ALLIANCE BID FOR BETTER HEALTH ONLINE AUCTION |
| NOVEMBER 30 | NCMS ALLIANCE HEALTH PROMOTION GRANT DEADLINE |
| DECEMBER 4 | GET FIT NC 5K, WAKE FOREST, NC |

2011

| | |
|---------------|--|
| JANUARY 15-16 | SOUTHERN REGIONAL ALLIANCE CONFERENCE, ORLANDO, FL |
| FEBRUARY 4 | NCMS ALLIANCE BOARD OF DIRECTORS MEETING |
| FEBRUARY 26 | ROCK WITH THE DOCS, CONCORD, NC |
| FEBRUARY 28 | NCMS ALLIANCE HEALTH PROMOTION GRANT DEADLINE |
| MARCH 30 | DOCTORS' DAY |
| MAY 12 AND 13 | NCMS ALLIANCE ANNUAL MEETING, RALEIGH, NC |

Tar Heel Tandem

North Carolina Medical Society Alliance
PO Box 27167
Raleigh, North Carolina 27611-7167

Celebrating 87 Years

NON PROFIT
U.S. POSTAGE
PAID
RALEIGH, N.C.
PERMIT #537