

Tar Heel Tandem

THE NEWSLETTER OF THE NCMS ALLIANCE: MAKING A DIFFERENCE!

Volume 61 Number 4

Spring 2011

*Your Dues Make
a Difference*
2011-12 Dues

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



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88th NCMS Alliance Annual Meeting

The NCMS Alliance hosted the 88th Annual Meeting and House of Delegates on May 12-13 at the Marriott Crabtree Valley in Raleigh.

Participants began the conference by learning how to speak up and get their message heard through effective, well-delivered presentations. The workshop with Janet Bauer, Founder of "I'm A Great Child Worldwide," focused on discovering and using your natural strengths to engage audiences and reach potential supporters.

Alliance members got a chance to "strike a pose" and celebrate during a fun after-hours reception at Saks Fifth Avenue. The event included a fashion show featuring Alliance members modeling the latest fashions. A percentage of the purchases made at the event will be donated to the NCMS Alliance.

AMA Alliance Sarah Sanders installed Patricia Udekwu as the 2011-2012 NCMS Alliance President along with Carolyn Green (President-elect), Teresa John (Secretary), Maya Zumwalt (Treasurer), Paige McLaurin (VP of Resource Development), Charlene Slaughter (VP of Program Development) and Wanda Smith (VP of Membership Development). The

2011-2014 Class of Directors included Heather Adcock, Teresa Forrester, Teresa John, René Kikel, Deborah Meehan and Barbara Savage.

The House of Delegates was followed by 2011 County Reports and Awards Program. For a full listing of award recipients and additional photos from the meeting, please visit www.ncmsalliance.org or visit the NCMS Alliance on Facebook at www.facebook.com/Ncmsalliance.



Sarah Sanders (left) with newly-installed NCMS Alliance President Patricia Udekwu and her husband Dr. Osi Udekwu.



AMA Alliance Secretary Sarah Sanders presented a workshop on leadership dynamics.

*Additional photos and awards
recipients can be seen on page 4*



Angie's Notes

The NCMS Alliance is now on Facebook!

If you are on Facebook, you will want to check out the NCMS Alliance page. It is a wonderful way for members to connect and share ideas and information on local events. Please be sure to find us and "like" us so that you will receive postings and updates from the NCMS Alliance. You can link directly to our Facebook page at www.facebook.com/Ncmsalliance.

We look forward to building the Facebook page to make it valuable resource for members and to bring our members together across the state. We have included a few photos from our annual meeting in this newsletter, but if you want to get more of the experience, we have much more for you on our Facebook page. You will find lots of great photos from the annual meeting and reception as well as videos and other fun and informative postings. Be sure and check it out!

Also, we have updated our listing of county Alliance web sites and blogs (page 8 of the newsletter). Several of our county Alliances have also launched Facebook pages. Please take a look at the pages for Cabarrus County Medical Society Alliance and the Cape Fear Medical Society Alliance on Facebook.

We are also excited to announce that the 5th Annual Get Fit NC Race will take place December 3 in Wake Forest, NC. This year the event will include a 10K, a 5K as well as a one mile fun run for kids. The Get Fit Race is dedicated to encouraging physical fitness and getting equipment to physical education programs in need. Look for more details very soon. We hope to see you there!

Please be sure to keep us in the loop on what your county Alliance is working on or if we can help in anyway. You can reach me at 919-833-3836 x124 or email at ncmsalliance@ncmedsoc.org.

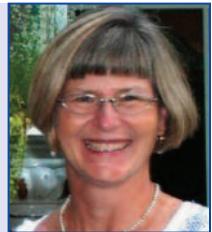
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Next Deadline: August 5, 2011

Please send submissions by email at editor@ncmsalliance.org

Annual Meeting

**Remarks from Racquel Kunesh,
2010-11 NCMS Alliance President**



"What a long, strange trip it's been!" Do you remember that song by The Grateful Dead? Well, this year has been everything BUT long and strange. It has zoomed by much too quickly with so many things still on the "to do" list. It hasn't been a strange trip either; I've been on a wonderful journey filled with fun, friends, and fulfillment sprinkled with some stress to keep things interesting. It's been a privilege to serve as your state alliance president and I thank you for entrusting me with this opportunity.

We've had a good year. At our annual state board retreat, directors participated in a brainstorming session facilitated by a friend of mine from the corporate world. The question posed was "How do we increase state membership by 50 members this year?" Out of this session, we identified two keys to increasing membership: 1) defining and marketing member benefits and 2) making personal phone calls. Angie, our capable executive director, helped county alliances identify former members who had lapsed in the past 3 years. Board members worked with county leaders to make personal calls to these individuals and encourage them to join again. Another key area we undertook was to communicate the value of state and national alliance membership. This, too, is best conveyed one on one; but let me articulate the value of state membership by using the acronym – CHAIN – as I hit the highlights from this past alliance year.

C – Connection

The state alliance provides a conduit to connect our local county affiliates; it also connects us with the AMA-Alliance. Each state board member had a county alliance to mentor and support, communicating state alliance information and learning of the needs and activities of the local alliance. One of the best parts of my year was hosting our county leadership conference calls. It was wonderful hearing about the great work being done across the state as well as learning of challenges and frustrations. We were joined by AMA-Alliance officers and directors, including President Susan Todd, Jo Terry, and Sarah Sanders. Some key connections were made.

We are also further connecting with our members through Facebook. The state alliance now has an official URL, so please "Like" us the next time you're on Facebook!

H- Health Promotion

We hosted our 4th annual Get Fit 5K in December in Wake Forest. Over 100 runners registered for the race and we were able to award grants for PE equipment to 7 schools in need. Since the inception of the Get Fit NC project 5 years ago, 28 projects have

From Your President continued on page 6

In her own words . . .

Patricia Udekwu, 2011 NCMS Alliance President

Twenty years ago, my husband, Osi accepted the position as a General and Trauma surgeon at Wake Medical Center with a University of North Carolina at Chapel Hill faculty position. For some reason, I don't feel as if I've been in North Carolina quite that long – my how time flies. I remember my first visit to Raleigh very well. It was during the month of April in 1991, everything was in bloom and I thought the city was absolutely beautiful. We had been living in Pittsburgh for a year while Osi completed a critical care fellowship. Not that we didn't enjoy our brief stay in Pittsburgh, but when faced with the choice of more midwestern winters and North Carolina in the spring our decision was practically made for us.

Osi and I were both born in Chicago. I grew up there, while Osi spent time in Nigeria and Sweden, his parent's home countries. Osi's father, an American-trained general and thoracic surgeon, was in charge of surgical care in the failed secession during the Biafran War. It was when Osi returned to Chicago to begin a pediatric residency that we met. We were introduced by a college friend of mine, who actually turned out to be someone Osi knew as well. After dating for a year, we married and before too long, along came our two handsome boys. I worked as a programmer and security analyst for a large IT company while Osi completed both a pediatric residency and a surgery residency at the University of Chicago.

We left Chicago excited but with mixed feelings. We had family, friends and a beautiful turn of the century condominium in Hyde Park. Unfortunately, opportunities for critical care training of the scope Osi wanted were limited to a few places and Pittsburgh held family connections, as well as an outstanding program at the University of Pittsburgh.

Arriving in North Carolina – still working for the same IT company that I worked for in Chicago – brought many changes. My job demanded extensive travel and after a particularly intense assignment I decided the travel was too much. With the boys in middle school it was time to stay home and focus on family. This was the year that I reinvigorated my passion for volunteer initiatives. I have worked with several groups including serving on the board of the SPCA in and chairing the Fur Ball.

My boys, IK (28) and Kris (24), completed grade school and high school in Raleigh. When it came time for college it seemed as if they couldn't get far enough away from us! Perhaps it was independence they sought. IK has been at UC Berkeley since 2001 where he has a Bachelor's in Chemistry and Rhetoric and recently passed his qualifying exams for his PhD.



2011-12 NCMS Alliance President
Patricia Udekwu

Kris graduated from Brown in 2008 with a BA in American Civilization. He also played lacrosse for a couple of years and served as managing editor for the College Hill Independent. Upon graduating, he promptly moved to California. Kris now works for Princeton Review as manager of tutoring programs for Northern California. As the musician in the family, he is currently planning a European tour with his band 'Beau Navire' this summer. Osi, and I are so proud and excited for both of them.

Osi has been pretty busy for the last twenty years. He has been the Director of Trauma and General Surgery at WakeMed for nine years. He was deployed with the Army Reserve to Afghanistan and is now a Colonel in the Air Force Reserve serving in a Critical Care Air Transport Team unit. He works with a dedicated lead

partner, William Sullivan MD, to support a 20 year old bi-directional exchange program with Universidad Nacional Autonoma de Nicaragua, Leon, Nicaragua. I was fortunate to be there in Leon when Osi accepted his honorary professorship. Osi serves on many national organizations leaderships and committees and now that we are empty nesters, I take every opportunity possible to accompany him. This way I get to fulfill another passion of mine, travel. I get to meet many interesting physicians and their spouses. Osi reciprocates, and made a hit when he sat in on a presentation at the Southern Medical Alliance meeting recently. He even left with a take-away... 'eat the ugly frog first'. Those of you where were present will know what that means. If you weren't there ask me about it when you see me.



Dr. Osi and Patricia Udekwu with their sons IK and Kris (seated left to right).

88th Annual Meeting Awards and Photos



Jessica Kobs, daughter of Alliance member Kathy Kobs, models a great summer look during the fashion show at Saks Fifth Avenue.

More photos and video from the fashion show available at www.facebook.com/Ncmsalliance



Kimberly Durland (left) and Barbara Savage (right) help kick off the fashion show in style.

Outstanding Health Promotion Project

Burke County Medical Society Alliance
Medical Alliance of the Piedmont

Outstanding Doctors' Day Project

Cabarrus County Medical Society Alliance

Outstanding Medical Heritage Project

Wilson County Medical Society Alliance

Alliance Vision Award for Outstanding Communications

Mecklenburg Medical Alliance & Endowment

2011 Get Fit County Alliance Challenge Winner

Catawba Energizers

Outstanding Service Awards

Cumberland: Wilshawnda Squires

Greater Greensboro: Carolyn Green

Medical Alliance of the Piedmont: Cathy Guidetti

Onslow: Penny Gopichand

Wake: Kimberly Durland

President's Awards of Excellence

County Alliance Member of the Year

Kimberly Kossover, Greater Greensboro

State Alliance Member of the Year

Wanda Smith, Rowan County

County Alliance of the Year

Cabarrus County Medical Society Alliance



Incoming President Patricia Udekwu (left) with board member Margi Shah.



Elizabeth Nunez (right) accepts the award for Outstanding Doctors' Day Project for Cabarrus County Medical Society Alliance from NCMS Alliance President Racheal Kunesh (left).

2011



Thank You to the
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LEAD GUITAR Charlotte Radiology

ROAD CREW

Audio Ethics Production Services

Cabarrus Family Medicine

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Carolina Medical Center – NorthEast

Northeast Anesthesia and Pain Specialists. P.A.



Skin Deep from Concord, NC.

Check out video of the bands performing and more event photos on Facebook at www.facebook.com/Ncmsalliance



NCMS Alliance Board Members Anne Kahn, Racheal Kunesh, Wanda Smith and Becky Williford welcome attendees to the event.



200 Joules from Charlotte.

Tar Heel Tandem

From Your President *continued from page 2*

been funded in 18 counties across North Carolina. We also have expanded the use of our portion control placemat to other state alliances and will look at opportunities to cobrand the placemat with other organizations to include their logo in the upcoming year. Last, but not least, the state alliance awarded health promotion grants to the Wake County Alliance for their Health Fest and the Cabarrus County Alliance for their School Nurse Golf Tournament.

A – Advocacy

We advocate both for our physician spouses and the family of medicine as well as for healthy lifestyles for our citizens. Although this was not a big legislative year in our state, we did encourage our members to vote. We also alerted members to contact their legislators to stop the Medicare cut.

I – Individual Development

Our members participated in the AMA-A Medical Family Summit last fall where we were able to acquire additional knowledge and leadership skills. In January we experienced the wizarding world of Harry Potter at Universal Studios while taking in all that the Southern Regional Alliance meeting had to offer. The state alliance was also excited to enhance our speakers bureau with the “Medical Marriage” presentation thanks to Holly and Jay Anderson.

In her own words *continued from page 2*

Recently at our annual meeting in Raleigh, we learned that when telling people about the alliance or why they should join or sponsor we need to connect it to a story. So here is mine: when we first moved to Raleigh, my job and family kept me pretty busy so my participation in the alliance was limited to volunteering at the health fair once a year. For several years that was my only interaction with the alliance. Despite my limited participation, each year I was greeted by one smiling face that always found something useful for me to do. This particular lady remembered me and made me feel like an active member, and not a stranger showing up only once a year. That simple act kept me coming back and over time I became more involved. I met more members, and made friends.

Over the years, I served on different committees and helped to plan several fundraising events. I went on to become Wake County president in 2006-2007. I was asked to join the NCMSA board in 2007, and have served on various committees, including bylaws, administrative, resource development, membership and finance to name a few.

Every couple of years I like to try something different and for the past few years I have been working as a real estate broker. Of course the housing industry isn’t what it used to be and since I like to keep busy, I decided to challenge myself. Two years ago, I enrolled in an education program leading to a dual teaching

N – Non Profit

Because of the state alliance umbrella, our county affiliates can effectively fundraise as a 501 (c)(3) non-profit organization to generate money for worthwhile projects. On the state level, we did our share of fundraising. We hosted our second annual online auction in November and, thanks to support from the board and members, our budgeted goal was surpassed. We also launched a new FUN fundraiser this year, Rock with the Docs, in partnership with the Cabarrus, Rowan, Gaston and Mecklenburg alliances. This was a great evening of music with 3 local doctor bands showing off their talent for more than 230 attendees. It was truly rewarding to see so many smiles and everyone enjoying the evening while raising funds for our alliance projects. We also partnered with the Greater Greensboro Society of Medicine Alliance to host the 3rd annual D’Vine Wine Event. On behalf of the state alliance, thank you so much for partnering with us on these events!

So that is it: our “CHAIN”! We are all important links in this alliance CHAIN. I am pleased to be linked with you and entrust the new alliance year to our capable leader, Pat Udekwu. Thank you for all you do to further alliance efforts in your community. Let’s continue to lengthen and strengthen this CHAIN and become stronger together!

Racheal

license (general education and special education). While enrolled in this program, I’ve learned a lot about the education process, how kids learn and the North Carolina school system. This spring I had the opportunity to student teach at one of the Title 1 schools in Wake County, which was quite an experience. Many of the diverse students are from low-income homes and receive free or reduced lunch and breakfast and while I don’t know just where or how I will put what I’ve learned to use, I do know that’s the type of environment where I feel I might be more useful.

My focus in the coming year is to find more ways for us to support our spouses as they navigate through the major changes that are taking place in the healthcare environment. Many of them are changing jobs or discovering that they have a new “boss”. I believe if we are a strong, well informed organization, and our spouses are strong, healthy and well informed, then we are all in a better position to fulfill our mission of helping improve the health and quality of life of others. Right now I don’t know how we are going to do this, perhaps it’s working more closely with the Medical Society, or maybe finding more opportunities for our physician spouses to interact with each other outside of work. What I do know is that our spouses can adapt to change better if they find support with their peers, and I know that we as their supporters can find ways to help facilitate this. I welcome your ideas and look forward to working with you.

Get Fit NC Projects

Let's Get Physical - Indoor Play on a Rainy or Snowy Day

Do we have to play inside again? Do you remember having to have indoor recess because of weather and lack of space? This is a reality for my students almost daily during the winter months because of harsh weather conditions in the North Carolina mountain region in which we live. I teach in a high poverty community where many of my students have few resources and few cultural experiences.

Help my students to get physical by providing them with a variety of activities and resources to use during indoor playtime. Our class cannot play in the gym when the weather is bad outside because of PE classes in the gym. When it is cold, wet, icy, or snowy outside, my students are forced to play inside my classroom. I have few resources and activities because of budgeting issues and resources. Many of my students are only physically active at school, and often just play video games at home or watch TV (particularly in winter months). I want my students to enjoy being physically active and to experience a variety of physical activities they have no opportunities to participate in.

Please help my students to become physically active and see how important it is to be physically active throughout their lives. You will make it possible for my students to be physically active despite our limited classroom space or lack of resources. You can make a difference in the lives of my students!

Mrs. E., Warrensville, NC

Dear NCMS Alliance,

Thank you so much for your wonderful donation to my classroom. Your generosity will make it possible for my students to have fun, active indoor play in our classroom when we cannot play outside. This will make a big difference, especially in the winter when we have snow and ice. I can't wait to see my students' faces as they get to play the games and experience the activities that your donation has made possible. During the winter we are often left inside our classroom to play for around four months, and I do not have many resources for my students. Third graders are very interested in trying new activities and games, so I can't wait to see them try yoga, partner exercise activities, and learn to be physically fit. It is important to me to teach my students the importance of exercise, and your donation. You have truly touched the lives of my students!

With gratitude, Mrs. E.



Fitness Fun-Actics

I am a firm believer in the philosophy of "healthy body-healthy mind". With the increase of children in our country being labeled obese, I feel a need to educate my students in the value and benefit of staying active and healthy. I am in need of playground equipment to ensure this happens.

We have a population of kids who are active and enjoy playing sports during recess, however, we lack the resources. The use of playground equipment will help my kids keep moving during recess. They will run more, therefore, burn more calories. This, in turn, will create healthier bodies. In the long run, I hope to make a difference with the obesity problem plaguing our country.

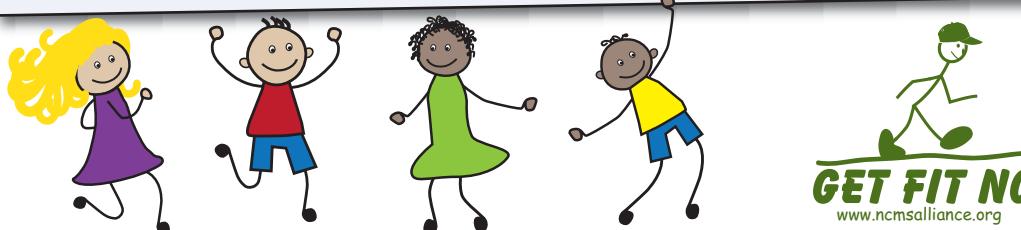
With the help from generous donors like you, my kids will have fun while contributing to healthier lifestyles. It would mean a lot to my students to know that someone cares about them. Thank you so much for helping our classroom.

Mrs. H., Newport, NC

Dear NCMS Alliance,

I want to take a moment to let you know that I appreciate your donations.. We have far too many children in our country that are not active. I feel that it is my job to teach the whole child. In order to do this, they must be physically ready to learn in the classroom. By getting outside and moving, we are stimulating their brains, as well as keeping their bodies healthy. We are very fortunate that there are people like yourselves, willing to help our children. From the bottom of my heart, thank you very much!!!!

With gratitude, Ms. H.



GET FIT NC
www.ncmsalliance.org

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

2011-2012 NCMS ALLIANCE CALENDAR

<u>2011</u>	JUNE 19-21	AMA ALLIANCE ANNUAL MEETING, CHICAGO, IL
	JULY 15	COUNTY ALLIANCE FINANCIAL REPORT DEADLINE
	AUGUST 4-5	NCMS ALLIANCE BOARD MEETING & RETREAT
	SEPTEMBER 30-OCTOBER 2	AMA ALLIANCE MEDICAL FAMILIES SUMMIT, CHICAGO, IL
	OCTOBER 1	2011 GET FIT COUNTY ALLIANCE CHALLENGE BEGINS
	OCTOBER 6	COUNTY ALLIANCE TELECONFERENCE
	NOVEMBER 10	NCMS ALLIANCE BOARD MEETING
	NOVEMBER 30	NCMS ALLIANCE HEALTH PROMOTION GRANT DEADLINE
	DECEMBER 3	GET FIT NC 5K, WAKE FOREST, NC
<u>2012</u>	JANUARY 14-15	SOUTHERN REGIONAL ALLIANCE CONFERENCE HOSTED BY THE SOUTH CAROLINA MEDICAL SOCIETY ALLIANCE
	JANUARY 19	NCMS ALLIANCE BOARD OF DIRECTORS MEETING
	JANUARY 26	COUNTY ALLIANCE TELECONFERENCE
	FEBRUARY 28	NCMS ALLIANCE GRANT DEADLINE
	MARCH 30	DOCTORS' DAY
	MARCH 31	GET FIT COUNTY CHALLENGE ENDS
	APRIL 21	D'VINE WINE EVENT, GREENSBORO, NC

County Alliance Web Sites and Blogs

Cabarrus County Medical Society Alliance.....	www.ccmsalliance.com
Cape Fear Medical Alliance.....	www.capefearmedicalalliance.org
Greater Greensboro Society of Medicine Alliance	www.ggsma.org
Haywood Medical Society Alliance.....	www.haywoodalliance.org
Mecklenburg Medical Alliance & Endowment	www.mmaeonline.com
Medical Alliance of the Piedmont	www.mapws.shutterfly.com
Onslow County Medical Society Alliance	www.ncmsalliance.org/onslow.htm
Wake County Medical Society Alliance	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@ncmedsoc.org. The NCMS Alliance will put together a page on its web site at no cost to your county Alliance.

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North Carolina Medical Society Alliance
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