



Los Angeles County Medical Association Alliance



LACMA Alliance 2016 Year End Report 2-7-17

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In 2016, LACMA Alliance focused on creating more opportunities for members to network, to serve our communities, to fundraise, to mentor our young members and to collaborate with the Los Angeles County Medical Association. The membership focus included increasing membership outreach to young physician families, to former members and to LACMA physicians. Infrastructure rebuilding continued with the addition of monthly newsletters and more personal communication with members and prospectives.

Los Angeles Area Physician Families

A new group was created within the Alliance to reach out to physician families throughout the county. Virtual communications such as our closed Facebook Group "Los Angeles Area Physician Families," allow our members to keep in touch easily with each other and to bring other physician family friends into the conversation. In such a large county, virtual communications make it easy to network and increasing virtual communications remains a focus.

• Events

- 3-8-16: Attended the musical production of "Pinocchio"
- 5-16-16: Meet-up at Kidspace Museum in Pasadena
- 7-22-16: Meet-up at Descanso Gardens in La Cañada Flintridge
- 8-24-16: Meet-up at Trails Café at Griffith Park
- 12-11-16: Packed lunches for Those in Need and distributed them throughout the East Los Angeles area.
- 12-21-16: Ice Skating Downtown LA at Pershing Square

LACMA Alliance Events

• Events

- 4-21-16: Attended Pasadena Showcase House
- 8-23-16: Visited The Getty Center
- 9-21-16: Enjoyed An Elegant Tea at The Langham Huntington, Pasadena
- 10-27-16: Macaron Making Demonstration by resident spouse Nicole Barry in Kim Sarchet's lovely home.
- 11-3-16: Attended & sponsored the Los Angeles Healthcare Awards
- 12-20-16: An Elegant Holiday Luncheon at The Jonathan Club



In Memoriam Marilyn Gunnell

Past President, Los Angeles County Medical Association Alliance
Past President, District 4, LACMA Alliance
2001: CMAA Member of the Year, 2011: CMAA Dedicated County Alliance Member
Marilyn was the epitome of what it means to be an Alliance member... always giving to others and advocating for causes dear to her heart like "Not Even For a Minute", the county wide campaign to make sure children are never left alone in a car without adult supervision.



Carolyn Helsper

Past President, Los Angeles County Medical Association
Past President, LACMAA District 2

Your
MEMBERSHIP
Matters



Membership

- Creating an up-to-date membership database was accomplished. The first step was to consolidate lists of members from the last 10 years. These members and former members were asked to respond if they wished to remain on the list. A return envelope was included. We found that many had slipped through the cracks in the last several years when the Alliance lost its staff person at the Association and the lists were not passed on. Many have been welcomed back.
- Our outreach to the young physician families and to the resident/fellow families is a main focus. We are finding that most of our young physician and resident/fellow families are not familiar with the benefits of organized medicine. By including them in our activities and also

the activities of the Medical Association they are able to see the benefits of joining. Scholarships are provided for membership in LACMAA, CMAA and AMAA for the first year to help give them an opportunity to see if the Alliance is a match for them. Scholarships are also provided for activities for those on limited budgets. Most of our resident members are in programs at USC and UCLA. With all of the training programs in the county, there is much potential to continue to grow this segment of the membership.

- Many of our long-time older members do not use computers so to keep them informed of activities and events, anything that is sent via email is printed and sent to them in the mail.
- Dues payments may now be made online through our website using a program through PayPal where payment can be made by credit card or by PayPal. <http://www.lacmaalliance.com/join-us.html>

Communications

- We continue to update and expand our website <http://www.lacmaalliance.com>. It is a work in progress. All suggestions are most welcome.
- Monthly newsletters are sent via MailChimp to members, CMAA/AMAA leadership, and LACMA staff, Board of Directors and District Presidents. [Past issues](#) are now available on the website.
- We continue to post on our LACMA Alliance [Facebook page](#) and in the closed Facebook Group that is open to members.
- We have a link to the [Alliance](#) on the Los Angeles County Medical Association's website and their staff shares Alliance information on their social channels and includes Alliance activities on their calendar.

AMA Alliance

- Three of our members have articles in the AMA Alliance's [Physician Family Magazine](#).
 - Stacie Oppong wrote: "[A Medical Student Family's Worst Nightmare: Not Matching](#)" for the 2016 summer edition.
 - Nicole Barry wrote: "[How to Maintain Your Professional Identity While Being Part of a Physician Family](#)" for the winter 2017 edition.
 - Madhavi Patki wrote: "[Juggling Work and Life in a Physician Family](#)" for the winter 2017 edition.
- The AMA Alliance will now invoice members of the LACMA Alliance directly. You may also pay your dues on their website amaalliance.org. LACMA Alliance will regularly send member information on to AMAA for their billing purposes.

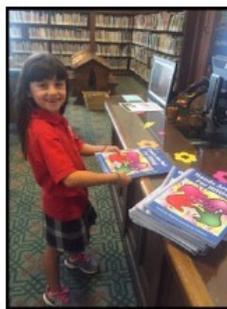


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www.lacmaalliance.com



Not Even For a Minute is Back

Children of our LACMA Alliance members will be the models for the updated campaign to be launched before in a few months. This has been a signature project with LACMA Alliance for many years. Partial funding for the program comes from the Alliance Legacy Fund, established last year with donations received in Marilyn Gunnell's memory.



S.A.V.E Stop America's Violence Everywhere

1,500 "Hands Are Not For Hitting" booklets and 1,000 "Talk to Your Kids About Bullying" bookmarks were distributed by Alliance members to LA City Libraries for use in their education programs on bullying prevention. Project partially funded by a grant from the CMA Alliance.

LACMA Alliance/LACMA

- LACMAA is working with LACMA as part of the team to rejuvenate and re-brand both organizations.
- Joy Simmons, long-time Alliance assistant at LACMA, has retired. There is no funding for her replacement, so Alliance affairs will be handled by volunteers.

