



## Sharing Our Hearts Luncheon

### *Stepping Back in Time to Support Our Future*

What a fun day! The theme of the Feb. 25th Sharing Our Hearts luncheon, *A Step Back in Time*, prompted many guests to honor their mothers and grandmothers by wearing hats that had personal meaning. Peg Gobar Wilson, wore a stunning ensemble that she wore in the 1940's complete with muff, headband and shawl; Maria Pappas went the distance turning herself into Lucille Ball, and Karen Hanahan wore the hat her grandmother had worn to her parents' wedding. Others found current hats that fit the spirit of the day. The hats opened up many conversations between guests and generated more than a few comments about the event and hopes for next year.

Maria Pappas, a.k.a., 'Lucy' served as Master of Ceremonies opening the program after the hour long 'social' time. The social hour gave friends time catch up and plenty of time to view the raffle prizes and bid on the silent auction.



*Charlene Staples, Maria Pappas, Karen Hanahan & Victoria Soto*

Victoria Soto, president, introduced our distinguished guests and thanked our sponsors and donors. Charlene Staples spoke to the 85 years of service that is the heritage and history of the Alliance. Ann Hurd introduced the funding directive for 2010 (*see page one*) and Dr. Walt Mills spoke eloquently to the need for access to health care for the 65,000 people in Sonoma County who are uninsured or underinsured. I know it sounds like there was a lot of '*speechifying*' but we kept these remarks brief and directed guests to the PowerPoint that had been prepared by Lisa Sugarman. (*see "Luncheon," pg.. 4*)



## *Thank You to Our Sharing Our Hearts Donors*



**A very special thanks to the SCMA for its ongoing partnership  
with the Alliance and Foundation in all endeavors**

### *King & Queen of Hearts*

Kaiser Permanente  
St. Joseph Health System Sonoma County

### *Sweethearts*

Anesthesia & Analgesia Medical Group  
Karen & Ralph Hanahan, MD  
ML Reinking  
Sonoma County Medical Association  
Redwood Regional Medical Center

### *Valentines*

Elisabeth Chicoine & Mark Sloan, MD  
Kay Gunter  
Ann & Mark Hurd, MD  
Pacific Foundation for Medical Care  
Maria & Kirk Pappas, MD  
Barbara & William Ramsey, MD  
Lisa & Jeffrey Sugarman, MD  
Janet & Michael Shane, MD

### *Lil' Darlins*

Pamela and Brad Drexler, MD  
Peter & Trish Shapiro  
Neva Turer  
Peggy & Jim Price, MD  
Shawn Devlin  
Hari & Janet Lakshmanan  
Dr. Michael & Jean Martin  
Lindsay Mazur  
Colleen Meseroll  
Susan Milstein  
Virginia Norman  
Susie & John Reed  
Victoria Soto  
Charlene Staples  
Nancy & Roy Sumida, MD

### *Contributors*

Susan Gorin  
Gina Huntsinger  
Debbie Shapiro  
Mary Delaney  
Pamela and Brad Drexler, MD  
Louisa Fraser  
Carolyn Johnston  
Pam Bradford  
Peter & Trish Shapiro  
Loretta Bailey  
Robyn Anderson  
Dr. & Mrs. Thomas Dunlap  
Sally Gude  
Harry & Dee Richardson  
Victoria Shieh  
Neva Turer  
Peggy & Jim Price, MD



*Elly Werner & Maria Pappas*

Elly Werner made a very generous \$5,000 donation to the SCMAA Foundation. This is the fifth year that Elly and her husband Leo have partnered with our Foundation to support the Safe Schools program. This program is a successful collaboration between SCMAAF and the Sonoma County Office of Education to provide training to young people to reduce bullying and mistreatment in schools throughout Sonoma County. Thank you, Elly and Leo!



*Karen Johnson, Gina Huntsinger, Mary Ann Goodman*

We were honored to have Karen Johnson, Director of the Schulz Museum, as our keynote speaker. She gave a fascinating and humorous presentation that brought much laughter to the room. She opened with a definition of the word Woman from the 1911 Encyclopedia Britannica "Woman – the wife side of the human race" and it was rollicking and informative from there on as she charted the major changes in women's rights, transportation and communication in 1911, 1961 and 2010. Ending with an hilarious story of a You Tube encounter with a 12 year old Scottish boy who showed her how to rescue her iPhone from White Death and a charming story about her niece bringing us to the conclusion that the world will change but the basic human heart's desire for love and connectedness is unchanging.

Much gratitude goes out to all who provided donations for our Silent Auction and Romance Raffle. We are most grateful to our long time supporters: Louisa Fraser graced the silent auction with a beautiful landscape painting. Adorn Interior Design again offered a design consultation, Daniel Tocchini of North American

Cinemas provided a year of free movies for two.

It should be noted that instead of the Foundation giving Karen Johnson an honorarium for being our keynote speaker, she provided an auction item of a cartooning class at the Schulz Museum followed by a birthday party at Snoopy's Home Ice. Thank you, Karen. We did, however, give her 40 raffle tickets and she had the winning ticket for the Spa Package.

The fantastic Hawaii Vacation Getaway would not have been possible without the continuing generosity of Karen and Ralph



*Virginia Norman, Helen Rudee, Rose Buchierne*

Hanahan. Congratulations to Ann Pride for having the winning raffle ticket.

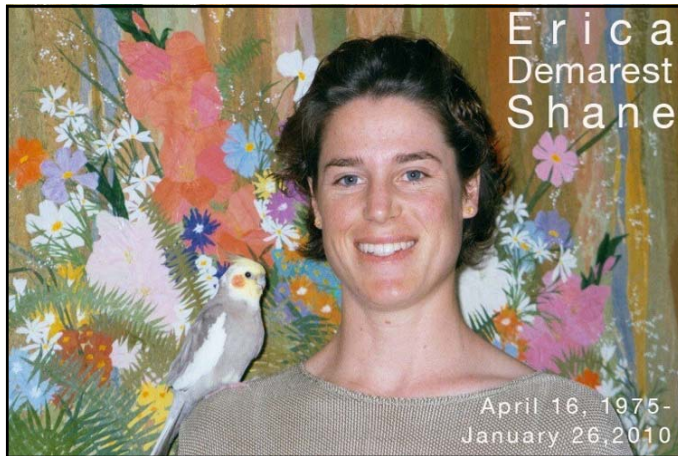
The Farmhouse Inn Restaurant expanded its support of the Foundation by donating two Dinners-for-Two with Wine Tasting to the Foundation. One was a raffle prize used at the luncheon and the other will be part of the Garden Tour Restaurant Raffle. Congratulations to Tricia Hunstock for having the winning ticket.

A big hug goes to those who stepped up and helped on the day of the event while not even being on the committee! Lorraine Castelli, Victoria Shieh, Pat Anderson, and Kathryn Koh.

**Coordinators:** Charlene Staples, Maria Pappas, Karen Hanahan. **Committee Members:** Mary Schroeder, Sori DeVore, Shawn Devlin, Colleen Meseroll, Lisa Sugarman, Victoria Soto, Tricia Hunstock and Nancy Sumida. **Special acknowledgement** to Lisa Sugarman for producing the PowerPoint presentation; Maria Pappas and Tricia Hunstock for the Invitation; Karen Hanahan for the beautiful design of the room, the centerpieces, and coordinating with the Flamingo; Maria Pappas and Barbara Ramsey for the sponsorship outreach; Sudha Schlesinger for organizing and assembling the Garden Tour Raffle Basket; and to Victoria Soto for assembling the beautiful baskets. *Kudos to the committee for pulling off this luncheon with the late start in December.*

**Looking Ahead to Sharing Our Hearts 2011** – There will be an organizing and planning meeting in September – Bring your ideas and enthusiasm and you'll be pleased by how much fun we can have together. Don't wait for the invitation – call Lisa Sugarman and tell her you want to be part of this awesome event.

## *In Memory Of Erica Shane*



Excerpted from *Press Democrat*, Saturday, January 30, 2010

During a year abroad in Budapest, Hungary as a college student, Erica Shane decided what would be important in her life. It made a deep impression that riding the street car meant being surrounded by people carrying musical instruments. Here was a place where the arts, literature and music were highly valued and played a role in daily life.

Shane spent her time mixing with local academics, playwrights and other creative people.

"She really appreciated their culture — that it valued and made time for the arts — and she made those things paramount in her life," her sister, Heather Shane of San Francisco, said.

At the time of her death, Erica was living in a small house nestled in the rural hills of Glen Ellen, surrounded by grasses, lavender, roses and space to roam.

She was unemployed but committed to volunteer work with the Wine Country Film Festival and Sonoma County Medical Association's Alliance Foundation Garden Tour.

She had her books, and two beloved birds, and a car she could wander the countryside in, but not much else in the way of material things, Heather Shane said.

Born and raised in Benett Valley, Erica Demarest Shane was the younger of the two daughters born to Janet and Michael Shane.

She was a 1993 Montgomery High School graduate and attended Cal Poly University in San Luis Obispo before transferring to UC Santa Cruz, where she graduated in 1997.

She studied in London for a quarter during her first year of college, and then as a junior at Santa Cruz spent the year in a Budapest.

She studied political science, but after graduation went to work at the Institute of Reading Development in Novato for a short time. She then went to Austria for a 2 1/2-year stint as a teaching assistant and tutor.

After returning to Sonoma County, Shane pursued a variety of vocations, including commercial baker while living with her sister in San Francisco in 2003 and 2004.

She returned to Sonoma County where she found a lifestyle in Glen Ellen that suited her better.

"She followed what was true to her, which would change over time, as it does with people," her sister said. "Sometimes people just stick with what they're doing, but she followed what was really true to her."

Until last year, she was an account coordinator for Hugh Futrell Corp., a development firm.

After being laid off, she decided to wait out the sluggish economy and develop her public relations and fundraising skills with the film festival and garden tour.

"What she really enjoyed was the reaching out and meeting new people, and learning with them," Heather Shane said.

In addition to her sister, she is survived by her parents, Dr. Michael and Janet Shane of Santa Rosa.

Family members planned to have Shane cremated and to scatter her ashes in places she held dear.

A memorial service will be planned for later in the year.

*Erica made an instant impression on those meeting her for the first time. A certain sparkle radiated that made her stand out as someone very special. I found Erica to be an intelligent young woman who wanted to make a meaningful contribution to the success of any project she became involved in.*

*In working with her on marketing the Garden Tour, I found her communication skills to be exceptional. Erica was able to use just the right words to convey a succinct message. I am deeply saddened at this loss of such a talented member of our medical family.*

—Barbara Ramsey  
SCMA Alliance & Foundation Board Member



(from "Foundation" pg. 1) The composition of the Committee is made up of one representative from each standing committee or fundraising event committee and up to three members at large. The members currently serving are Ann Hurd (Give-A-Gift), Barbara Ramsey (Holiday Card), Virginia Merwin (Health Careers Scholarship), Maria Pappas (Sharing Our Hearts), Sori DeVore (Garden Tour), Nancy Sumida (Finance), Janet Polson (Foundation Director), Lisa Sugarman (President –Elect), Victoria Soto (Ex-officio-President). The Immediate Past President is called upon to chair this committee but as this was not possible this year, Past President, Barbara Ramsey has assumed this role.

Initially programs were funded upon being brought to the attention of the Board of Directors by interested members. The Grant Review Committee was formed to provide structure, guidelines and accountability for all fundraising efforts. In 2006, specifically for awarding Garden Tour funds, a grant proposal process was opened to nonprofit agencies throughout the county with the intent of funding health or health education programs. This resulted in small amounts of funding being given to a broad range of causes covering all age brackets and geographical areas of the County.

In the summer of 2009, the Board of Directors under the direction of President Victoria Soto held a retreat led by Nicolette Bautista, MBA, Planning and Development Consultant. One of the goals of this retreat was to consider a paradigm shift to an integrated approach to fundraising that fosters collaboration among events and creates an identity for our Foundation.

With this in mind, on December 14, 2009 the Grant Review Committee met to discuss two options, one option being to continue with the present community grant proposal process and the other option being to investigate a consolidated approach to fundraising for the Foundation. This approach would involve (1) prioritizing a single health need in the community (2) building partnerships with organizations who work to address that need and (3) having measureable outcomes to determine the impact of funding. The committee voted to go with option two and identified health access as the overriding health care priority.

Health access needs were further defined through discussion with the Sonoma County Medical Association Board of Directors, consultation and meeting with Sonoma County Public Health Officer, Dr. Mary Maddux-Gonzalez and Elisabeth Chicoine, Public Health Director of Nursing and a meeting with SCMA Executive Director, Cynthia Melody. The consensus from these conversations was that the most pressing need is creating the capacity to provide medical care to the 63,000 plus underinsured, uninsured, low income and homeless populations residing in our community. The local community medical clinics, namely the Santa Rosa Community Health Centers, were identified as serving as a safety net and are closest to meeting the demand for care ranging from perinatal to elderly services.

In keeping with the Grant Review Committee decision in the past couple years to focus some funding on a nonprofit organization in the area where the Garden Tour is being held, members of the committee also met with Ray Holloway and Jack Neureuter, CEO of the Alliance Medical Center in Windsor. This newly-opened facility serves teens, children and pregnant women and is the first point of entry for health care for Northern Sonoma County for the medically underserved.

On January 25, 2010 the Grant Review Committee met to review the proposals in hand and unanimously voted to direct funding to:

**Santa Rosa Community Health Centers** to support its effort to expand care from 25,000 to 35,000 children and adults offering services such as:

- **Prenatal Health Education, Pediatric Care and Women's Health**
- **Mental Health**
- **HIV/ AIDS**

**Alliance Medical Center, Windsor** to support an initiative that will bring together the community including the school district, city government, youth service groups, faith organizations, senior citizens and neighborhood groups to discuss health care as it exists in the Windsor community and to increase community awareness of this clinic as an accessible neighborhood medical home with a broad scope of medical services such as:

- **Teen Pregnancy Prevention (highest incidence is in Windsor area)**
- **Maternal Health Education**
- **Diabetes Management**
- **Nutritional Advice and Healthy Living**
- **Elderly Care**
- **Immunizations**

In addition, funds raised this year will support the following SCMAA Foundation Programs:

**Foster Children's Give-A-Gift Program, Health Awareness, and Safe Schools**

This recommendation for funding was passed by majority vote of the Board of Directors.

**Please come and meet representatives from the Santa Rosa Community Health Centers and the Alliance Medical Center, Windsor at the Garden Tour Kick-Off Coffee on April 15<sup>th</sup>. They will be happy to answer any questions you may have.**

—The Grant Review Committee

*Sonoma County Medical Association Alliance & Foundation Allie Awards  
Celebrating Our Members' Outstanding Contributions  
to the Health of Sonoma County*

The Allie Awards honor and celebrate those who have and who are contributing to the mission of the SCMA Alliance and Foundation which is to promote the health of our community. Please send in your nominations by June 1st. You may nominate more than one person for each category and/or nominate the same person for both categories.

Past Honorees Include:

Outstanding Contribution to the Alliance

Outstanding Contribution to the Community

2005 *Shirley Hutchinson*

*Sue Bisbee*

2006 *Janet Polson*

*Dee Richardson*

2007 *Peggy Price & Colleen Meseroll*

*Elisabeth Chicoine*

2008 *Florence Johnson*

*2009 Karen Erickson received both awards*



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*Allie Awards Nomination Form*

Deadline – June 1, 2010

**Outstanding Contribution to Alliance:** For a member who has demonstrated sustained and extraordinary interest and participation in the Alliance, contributing substantially to the goals and ideals of the organization:

Nominee: \_\_\_\_\_

Why this person should be considered for award: \_\_\_\_\_

\_\_\_\_\_

**Outstanding Contribution to the Community:** For a member who has demonstrated extraordinary commitment to one or more community activities:

Nominee: \_\_\_\_\_

Why this person should be considered for award: \_\_\_\_\_

\_\_\_\_\_

**Your Name & Phone Number:** \_\_\_\_\_

Awards will be presented at the Annual Fall Luncheon/Allie Awards

Mail Nominations to:  
Lisa Sugarman  
4560 Upper Ridge Rd.  
Santa Rosa, CA 95404

Or email your nomination information to [lcsugarman@yahoo.com](mailto:lcsugarman@yahoo.com)



## What Does an AMA Alliance Membership Do For You?

In its commitment to building communities, the AMA Alliance offers invaluable resources to its members and their communities. Through its many resources and accomplishments, most members find their true benefit is participating in an organization that can speak out on the issues affecting the field of medicine in communities nationwide.

### **Member benefits include:**

#### Involvement on Behalf of the Family of Medicine

- Alliance Advocacy Network with updates and data from the AMA and the Alliance
- National Advocacy Conference March 9-11, 2009, Washington DC.
- AMA Grassroots hotline

#### Making A Difference In Your Community

The opportunity to work on various health reform programs such as the Stop America's Violence Everywhere (SAVE) and Screen Out! Campaigns, as well as the Secrets program.

#### Personal Growth and Enrichment

- Leadership Development Conferences for county and state leaders at the AMA Alliance twice a year.
- The opportunity to network with other Alliance members across the country to share ideas and come together on projects.

Facilitates camaraderie and support from other medical families

#### The Privileges of Membership Include:

- Monthly electronic newsletter to keep members up-to-date in the family of medicine.
- **AMA Alliance Today**, a magazine that emphasizes the medical family's perspective on issues affecting the practice of medicine today.

#### **Project Bank: The Encyclopedia of Public Health and Community Projects**

contains information for over 500 successful health promotion programs that have been planned and implemented by county and state alliances across the country with a variety of resources.

*To join, please contact Meta Lightfoot, membership chair, at [mldlight@sonic.net](mailto:mldlight@sonic.net) or go to [www.amaalliance.org](http://www.amaalliance.org).*