

# AOOA BULLETIN

*Advocates for the Ohio Osteopathic Association*

*Spring 2014*

## President's Report

*by Mary Schreck, President*

I hope everyone has survived the winter. I think we are tired of snow and very thankful the temperatures are warming and the sun is shining brighter. We are nearing the end of another program year.

The national convention was held in Las Vegas October 1-2, 2013. We arrived to sunny, warm, beautiful weather. It was wonderful seeing old friends. I was proud to lead the AOOA delegation. Our delegates were: **Dee Angel, Amber Norman, Cheryl Biros, Beth Brown,** and me. **Terry Martin** was also present as president of the Auxiliary to the American College of Osteopathic Family Physicians (AACOFP). The annual meeting was called to order by President Nancy Granowicz on Tuesday morning. The new officers were installed: Diedre Froelich, President; Janet Burns, President-Elect; Pam Kolinski, 1st VP; Sheri Levine, 2nd VP; and Gloria Krejsa, Secretary-Treasurer.

The AOOA received a certificate for our donations to AAOA projects. This year, funds were collected for Operation Homefront.

We are preparing for our meetings at the Symposium at the Columbus Hilton at Easton. I would like to invite everyone to join us. Pre Convention board meeting will be Thursday, April 24 from 2-4pm, General Meeting will

be Friday, April 25 from 9am-12pm, and Post Convention Board meeting will be Saturday, April 26 from 9-11am.

We would love to have new members for our board. If you are interested, please let me know or come to our meetings. We will continue our Yellow Ribbon Suicide Prevention Program, Child Safety/Activity Book, a Scholarship to an OU-HCOM medical student, and support to the Student Advocate Association at OU-HCOM.

I look forward to seeing you at the Symposium. My e-mail is [schreck@ohio.edu](mailto:schreck@ohio.edu) and cell is 740-541-1384. •

## OOA Marks Milestone

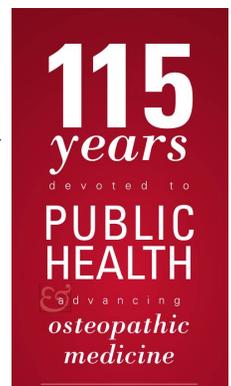
The OOA celebrated its 115th anniversary, December 31, 2013, and will be marking the historic occasion with a year-long statewide radio advertising program, complemented by internet digital ads and an online promotional video.

Specifically, the campaign includes 60- and 30-second radio commercials aired throughout the state; targeted digital banners statewide to reach 150,000 Ohioans who are seeking health information on the internet; and an on-demand video about the OOA posted on a special "Associations Advance Ohio" landing page.

The radio spots are produced by Ohio News Network (ONN) and will be aired on its affiliated stations. ONN includes 70+ radio stations around the state and reaches Ohioans in all 88 counties. The ads will air Monday through Friday, 6 am-7 pm, and Saturday, 6 am-12 noon, which is considered prime time for radio listening.

Several other associations are participating in the "Associations Advance Ohio" campaign. Listeners who hear any of the ads sponsored by participating associations -- including the OOA, Ohio Dental Association and the Ohio Veterinary Medicine Association -- are directed to a common website. That page (currently under renovation) contains videos about each association along with a link to their websites and online professional directories. The collaborative advertising program, which emphasizes choosing a professional who is a member of his or her state association, works synergistically by having a common tag line and website.

If you hear the radio ads, let the OOA office know at 800-234-4848. Read more about the 115th anniversary at <http://bit.ly/JZkIRN>. •



*Ohio delegates at the AAOA House of Delegates in Las Vegas, October 2013 (l-r): Amber Norman, Mary Schreck (AOOA President), Terry Martin (AACOFP President), Dee Angel, Cheryl Biros and Beth Brown.*

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**Dear AOOA Members:**

I hope this finds you all well and preparing for the warm weather of Spring as we say “goodbye” to this harsh winter.

The time has come again to gather together in Columbus for the **2014 Ohio Osteopathic Symposium** and we are excited to be there with you! It is an exciting year as we welcome new changes and expansions in the Osteopathic school, a new president, and new knowledge within the Osteopathic field. The Advocates for the Ohio Osteopathic Association are thrilled to be able to support this profession and all it stands for.

We love meeting new people and hearing stories of how you have come to be connected to the OOA. You are invited to come on by and join us at our Friday, April 25 meeting from 9:00 am to Noon. We encourage everyone: doctors, family members, residents, students, exhibitors, anyone who has a passion and a heart for this profession, to come and join us at our meeting. You can find our official schedule and location on the OOA website or in your packets at registration. While we have fun at these meetings together with great company and food, we also intently discuss and brainstorm new and innovative ways of supporting our D.O.’s both morally and financially.

One of the biggest ways we offer assistance to the various programs of the association is through our annual symposium raffle. This year we will have some lovely designer handbags as our items and with the help of some expert shoppers and a keen eye, we’re sure that they’ll be popular! The hope is that you will not only walk out with a gorgeous new accessory for yourself or for someone else, but you will have also joined the effort to continue and advocate for Osteopathic education and awareness.

Enclosed with this *Bulletin*, you will see raffle tickets especially for you! You can get a head start by filling them out prior to the Symposium weekend and sending the tickets and check to:

Becky Marx, AOOA Treasurer  
519 Sampson Drive  
Youngstown, Ohio 44505

Members of the Advocates board will also be around at the Symposium to sell tickets to you so don’t worry if they slip your mind.

The Symposium weekend is a time to learn, to grow, and to network with fellow Osteopaths, but don’t forget to have some fun while you’re here, too! Easton Center is one of my favorite places in Columbus. There is something for everyone, especially if you’re a shopper or a foodie, with friends or with a family. The concierge at the Hilton can point you to some great places if you need a shopping suggestion or a restaurant recommendation; but if you want a local’s perspective, be sure to hunt me down--I know the place well!

On behalf of the Advocates for the Ohio Osteopathic Association, we could not be more proud of the continuous work you all do for the betterment of the profession that is changing the way the world looks at medicine. We look forward to seeing you soon,

**Amy Wills**  
AOOA Board, Convention Chair

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## **ADVOCATES FOR THE OHIO OSTEOPATHIC ASSOCIATION RAFFLE**

Name \_\_\_\_\_ Phone \_\_\_\_\_

Ticket Price: \$5 each *or* \$25 for six tickets

Drawing will be held Sunday, April 27, 2014, at the Ohio Osteopathic Symposium. • Need not be present to win.

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**RETURN TICKETS AND CHECK (MADE PAYABLE TO AOOA) TO:**

AOOA Treasurer Becky Marx, 5198 Sampson Drive, Youngstown, OH 44505

## AOA Hosts DO Day in DC

More than 1,200 DOs, osteopathic medical students, and other representatives of the profession—including 94 from Ohio—gathered in Washington, DC, March 6, 2014, for the annual DO Day on Capitol Hill. The OOA provided bus transportation for 58 students from Ohio University Heritage College of Osteopathic Medicine (OU-HCOM).

OU-HCOM sponsored a reception the evening before Hill visits so Ohioans could network with the state's Congressional delegation. Reps. Steve Stivers (R-Columbus), Marcia Fudge (D-Cleveland) and Brad Wenstrup (R-Cincinnati) all stopped by to answer questions and talk with participants. Agenda topics for the visits included permanent repeal of the Sustainable Growth Rate formula

for Medicare Physician Reimbursement as well as continued funding for Teaching Health Center Graduate Medical Education (THCGME), which makes it possible to train primary care residents in community-based health care settings.

DO Day is the preeminent opportunity for DOs, students, and friends of the profession to lobby members of Congress and their staff face-to-face. •



## 2014 OHIO OSTEOPATHIC SYMPOSIUM

A Collaboration of  
Ohio University Heritage College  
of Osteopathic Medicine  
and Ohio Osteopathic Association

APRIL 23-27

HILTON COLUMBUS  
EASTON TOWN CENTER

[WWW.OOANET.ORG/CME](http://WWW.OOANET.ORG/CME)

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