



SONOMA-MENDOCINO-LAKE MEDICAL ASSOCIATION

Dec. 1, 2022

Colleagues,

As we move into December, I want to wish you and your family good health and joy throughout the holiday season and coming new year. I am grateful for all that you do in service to our community and extend my heartfelt thanks to each and every one of you.

Reflecting back on this past year, it has been my privilege to serve as your SMLMA president. This is the organization's first year as the newly merged Sonoma-Mendocino-Lake Medical Association with an expanded tri-county service area. It's been inspiring to see the incredible reach of our organization and the work that we do.

Participation in public health initiatives for the COVID-19, mpox, influenza, and RSV outbreaks was a top priority in 2022. Additionally, the SMLMA supported a plethora of programs and events, including efforts to recruit and retain physicians to Sonoma County through SMLMA-sponsored programs with our local Family Medicine residencies at Sutter, Kaiser Permanente and the newest residency program at Adventist Health.

The comprehensive list of activities that SMLMA led is too long to list all, but I'd like to highlight a few: Financial Health/White Coat Investor dinners and videos; webinars on CME topics including reducing gun violence; Medical ARTs program focused on improving physician wellness and connection; Women in Medicine and Young Physicians events; providing first-aid tent coverage for Transcendence Theatre's summer season; collaboration to produce *Sonoma Health* magazine; Bay Area Physician Wellness Collaborative; and our annual Physician Contribution Awards program. These are just a sampling of the many programs SMLMA sponsored to retain and attract high-quality physicians to our area and improve joy and meaning in the practice of medicine.

I would also like to highlight the work of our SMLMA Board of Directors (BOD) and thank our entire Board for their efforts during the last year. In September, the BOD worked on a strategic plan for our organization. It was a collaborative, day-long retreat where the BOD brainstormed new, innovative initiatives and plotted out organizational goals for the next three years. We are still working through the copious notes from this day and will be providing members with an update soon. SMLMA also participated in MICRA discussions with the California Medical Association (CMA) and contributed to the collective negotiations resulting in resolution of this important issue. Finally, in October, after a year of preparation and training, our SMLMA representatives attended the CMA House of Delegates gathering in Los Angeles. It was a busy and rewarding year advocating on behalf of the SMLMA!

Finally, I'd like to send a special thank you to our SMLMA Executive Director, Wendy Davies, and SMLMA staff members, Rachel Pandolfi and Susan Gumucio. They are an incredible team who work tirelessly behind the scenes to ensure the SMLMA thrives in our current, tumultuous environment. Their dedication to each and every one of us, and our entire community, is inspiring, and we are so fortunate to have them representing us. Thank you, Wendy, Rachel and Susan for all you do!

I hope to see you all at our **December 8 SMLMA Awards Gala!** Our annual Gala is a wonderful event that brings us together in community to honor our colleagues for their exceptional service to medicine and the community. It also serves as the formal ceremony passing the gavel to our next SMLMA President, Dr. Jim O'Dorisio, who will lead us through the coming year. There's still some room left so if you haven't already, please RSVP to Rachel Pandolfi (rachel@smlma.org) and join the celebration!

It has been an honor to serve as your SMLMA President, and I wish you the happiest and healthiest of holidays and new year!

Gratefully and in service,

Trish Hiserote, DO, MSHPE, FAAFP

President, Sonoma-Mendocino-Lake Medical Association