



The Insider

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News from Inside the UOA Central Office

- **At last, ostomy is becoming a household word!** At least it was on Monday, April 5, when *Dear Abby* printed a UOA-generated letter from a new ostomate in search of help. “Abby” referred him to UOA... and the phones rang off the hook. We received more than 500 phone calls, and traffic to our Web site increased more than five-fold. While usually 20 people sign-up online daily to be added to our electronic distribution list of *Web Site News*, 120 people signed up on April 5 alone. We are also seeing an increase in publication orders and are tracking new member applications. *Dear Abby* is the largest syndicated column in the world and it helped bring ostomy out of the closet on April 5.
- **WOCN** will also enjoy the benefit of *Dear Abby* on May 6 when there will be a letter in her column regarding the way that wound, ostomy and continence nurses ensure specialized care for patients with or about to have an ostomy. This worldwide visibility will help countless patients around the world.
- UOA chapters can participate in the democratic process this month by voting for the **2004-06 board of directors and executive committee**. Ballots were mailed to all chapters in early April and the deadline for receipt is June 7. For voting procedures, contact your chapter president and click to <http://www.uoa.org/candidatebios.htm> for details about candidates.
- The **2003 UOA Annual Report** is in the mail to UOA leaders and chapter presidents. Highlights of UOA activities for youth, advocacy, leadership and education are included, along with our revenue and expense statements. We were pleased that 78 cents of every dollar was spent on programs, an increase of 3 cents over 2002. Call the UOA office at 800-826-0826 for a copy.
- We're almost at the starting gate for the **August 4-7 UOA National Conference in Louisville, KY**. Renowned motivational speaker and fellow-ostomate Stan Frager will present the keynote address. The Young Adult Conference will take place within the conference. A night at the ballpark to see the Louisville Bats vs. the Charlotte Knights has been planned by the networks for Tuesday, August 3. The Young Adult Network is sponsoring a raffle for a \$500 airline voucher, a digital camera/camcorder and a DVD/CD/MP3 player. The lucky winner will be drawn at the conference, but does not need to be present to win. The First Night includes an ice cream social and Dixieland music. The Nu Hope Fun Run is scheduled bright and early on Friday, August 6. “They're Off” Louisville tour of popular sites is scheduled for Wednesday, and you can also travel the Ohio River on the Star of Louisville Dinner Cruise on Friday. Register now to receive the early bird rate and be sure to use the UOA room block to be eligible for a free 2005 registration! See the spring *OQ* for more information.
- We all know the best medicine can be a good laugh. Get your prescription filled by reading Brenda Elsagher's “**If the Battle Is Over, Why Am I Still in Uniform—Humor as a Survival Tactic to Combat Cancer.**” The author, UOA Minnesota chapter president, stand-up comedienne and small business owner, will move you to tears and cause you to celebrate the indomitable human spirit. This great summer read is available at the member discount price of \$12.95 by calling 800-826-0826 or going online to www.uoa.org.
- Springtime at UOA means we have the pleasure of your generosity. The all-volunteer **Call Team** will making their annual appeal to over 450+ of our most generous donors. All members will be receiving a **complimentary pad of UOA Post-It Notes**[®], along with an update on UOA national's efforts to increase public awareness of our programs and services. We cherish each and every donation—you are a mighty generous group and we thank you!
- **Ian Settlemire**, UOA's director of communication services, has begun a rigorous training program to cycle in the **Get Your Guts in Gear Ride for Crohn's and Colitis** taking place in New York June 11-13. He is just shy of his goal to raise \$5,000 to fund research and awareness of IBD. We need your help to reach his goal! Visit www.ibdride.org to make a contribution to support this worthy and physically demanding event.
- **Chapter Treasurers**, please take note. We kindly ask that you deposit the **rebate checks** UOA sends quarterly for your local chapter dues. We currently have several hundred checks uncashed from the past few quarters. We also ask you to guard them carefully when they arrive, as we are reissuing many that have been lost.
- A note to **Membership Secretaries**: We are sending a **Lapsed Member Letter** this month to approximately 1,300 chapter members encouraging them to rejoin UOA and their chapter. We hope this results in increased renewals.
- The UOA Central Office reports the following **statistics and sales** for February/March/April:
 - Care Guide Sales: 829 copies
 - Phone Calls and E-Mail Inquiries: 1,639