

Public Relations Committee Report

| “In the long history of humankind, those who learned to collaborate and improvise most effectively have prevailed “- Charles Darwin

Dear Friends,

The Public Relations Committee for AIPNO is looking to further community engagement through Medical Education, Philanthropy and increasing access to Health Care with the assistance of dedicated AIPNO team. We strive to use the resources and knowledge of AIPNO for the health and welfare of the community we serve. We have successfully conveyed our mission amongst the traditional donors and the general public. We have worked hard with local and national organizations to make AIPNO more family friendly and to involve younger physicians.

The goals of this committee are:

1. To collaborate between AIPNO and other organizations with mutual interest
2. To provide continued support to the local, national & international community.
3. To involve younger members and non-physicians, hopefully allowing us to bring exciting new performances and events.

We proudly hosted the first ever and biggest event in AIPNO’s history, the Fundraiser “Mystic India”, an internationally acclaimed Bollywood Dance Spectacular in 2018 at the Playhouse Square Key Bank State Theatre. Benjamin Rose Institute on Aging was our major beneficiary. We are proud to say that over 1400 people attended the event making the show a grand success. Based on the tremendous and enthusiastic response we received after our first show, we all believe that "AIPNO Show" is an excellent medium to highlight AIPNO and further enhance our mission. We want to thank all our sponsors and other people who made this event possible and without whom this event wouldn’t have been possible. AIPNO members graciously volunteered to sponsor this event as many others have done it in the past for similar causes. We are grateful to all the eminent business leaders for generously supporting this effort including R.W. Baird & Co. - The BCJC Group, Cognizant, Legacy Health Services, Merrill Lynch, Heartland of Willoughby, Key Private Bank, Margaret Wong and Associates and TIU Consulting for their design, graphics and website work for this great cause. Special thanks to friends of AIPNO, Local community organizations, Indian stores/restaurants, TV media, Lotus, India International and Cleveland magazine.

We started a new tradition - a joint collaboration for the event” Holi Ke Rang Apno Ke Sang” with ICAGA and Marwari Association of Ohio which was a great success and once again a sold-out program.

We also celebrated first ever family friendly New Year’s Eve 2018, which was a tremendous success. It was a sold-out event with more than 300 community members including children celebrating to welcome the New Year. This success has motivated us to host our second family friendly New Year’s Eve 2019.

In 2019, we organized a family friendly picnic, once again well attended by the entire Cleveland community included kids. We played basketball, cricket and other games and enjoyed delicious food. Our toddlers enjoyed the swings. We organized our first AIPNO free health fair for the entire Cleveland community. Both events were a huge success encouraging us to continue to organize these kinds of events in future.

Our social media coverage including Facebook, twitter, web-based platform, Local TV and newspapers media has augmented and amplified our community presence and visibility. We would like to reiterate that AIPNO is for all of us including non-physicians who share our mission. Collaboration with community organizations that share our vision and to involve younger members to strengthen our cause is the goal of this committee.

This is the beginning of a movement and with the support of our AIPNO family, we look forward to bringing such quality family friendly collaborative events and entertainment including shows from across the globe in the future. We have a very vibrant AIPNO team and Indian community leadership committed to this cause. Finally, we would like to sign off by requesting the entire AIPNO family to reach out to our committee members for any ideas to enhance our public relations in the community. We hope we can continue to receive steadfast loyalty and backing from all our members. It is only through the continued support from every one of you, that we can keep striving for greater aspirations, for AIPNO.

Many thanks to the president, president-elect, executive committee, Board of Trustees and it's chair and all the members of AIPNO for enthusiastically supporting us to establish this innovative committee. Heartfelt gratitude and thanks to Ms. Binnie Eiger, Executive Assistant who is the pillar of our organization.

Sincerely
Mona Gupta, MD, AGSF
Chair Public Relations Committee
Co-chair Research Showcase
Past-president, AIPNO