

What is the BOG?

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When I was recently elected as Chair-elect of the Board of Governors (BOG) at the annual meeting in New Orleans, many academy members came up and congratulated me enthusiastically. With the same enthusiasm many said to me, "What is the BOG and what does it do?" It is with this in mind that I decided to write this editorial.

A better question than "what is the BOG?" is who is the BOG. The BOG is made up of otolaryngology-head and neck surgery societies from around the United States and Canada. Each member society, whether it is local, state, regional or national, receives one vote, and can appoint up to three members to represent the society to the BOG. There are three positions open to volunteer leaders from member societies: Governor, Legislative Representative, and Public Relations Representative. The three representatives have distinct job responsibilities.

The Governor is considered the "main" delegate from the society and the leader of the society's representatives. The Governor is responsible for reporting information from the Academy to the members of the society, communicating concerns and ideas from the society to the Academy through the BOG, and coordinating efforts locally with the other representatives.

The Legislative Representative focuses on state and federal issues. The Legislative Representative participates as part of the State Legislative Network, monitoring legislation locally and sharing this information with their society and other BOG members.

The Public Relations Representative assists the society and the BOG in communicating news about the specialty and the Academy to the community. Public Relations Representatives are key to the success of the ENT Outreach Initiatives program, which helps our members market their practices.

Every Academy member represented by a BOG member society is part of the BOG. Through the BOG membership of your society, you have a voice in Academy policies and activities. Thus, the BOG serves as a united, single, effective grassroots network representing our specialty.

Now that we know who the BOG is, the next question is why do we have the BOG? The long answer is stated in Article I of the BOG Rules and Regulations, under "Purpose:"

"The Board of Governors shall function as an advisory body to the Board of Directors to:

- a. act as an avenue of communication between the Board of Directors and the local, state, regional, national and international otolaryngology-head and neck surgery organizations and residents;
- b. make recommendations regarding the programs and policies of the Academy;
- c. seek out and involve practitioners of otolaryngology-head and neck surgery in academic, social, economic, and political issues relative to otolaryngology-head and neck surgery; and
- d. support the general good of patients, the specialty, and the medical profession."

The short answer: The BOG is here to serve the membership by advocating on their behalf.

The BOG's primary role is to respond to any issue that may arise be it in private practice or on an academic level, be it a practice related issue, a legislative issue, or an infringement on our specialty by another specialty, medical or paramedical group. We are available to the entire membership with any problems they may have. When members bring forward problems, we evaluate and discuss the problem, find a solution, and bring it to the Board of Directors for approval.

The BOG is represented by a committed, involved leadership. By working together, we can make a difference.

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